

**FOCUS AREA CONCEPTS GENERAL SUMMARY**  
**August 20, 2021**

**Public Feedback Source:**

- 21 Respondents from Survey Monkey
- 1 Facebook Live Event
- 2 Zoom Meetings
- 2 online Neighborhood Action Team meetings
- 2 in-person discussions

**VOP Concepts**

- 76% of Survey Monkey respondents agreed that the concepts were more right than wrong or on the right track
- POSITIVE feedback
  - More business opportunities and green open space
  - Parking structure
  - Concept A and B feel more walkable
  - Additional housing units
  - Traffic calming features along S Park St (parallel parking, hopefully bike amenities)
  - Mixed uses
  - ULGM opportunities is great but you should have Black/brown people who live around the area to stop gentrification from happening
- NEGATIVE feedback
  - More roads = more parking needed
  - More people will generate more stress in the area
  - Don't price out existing businesses and residents (4x)
  - More traffic (2x)
  - Too much rental property. Need for ownership opportunities
  - Continue segregating Burr Oaks/Bram's Addition areas by adding more affordable housing. (2x)
  - Concept C = massive displacement. Way too dense.
  - Lack of commercial (2x)
  - Do not remove single family housing
- MISSING
  - Need more parking
  - Grocery store (5x)
  - Add schools
  - Affordable housing (2x)
  - Green and protected open space (2x)
  - Exercise facility (2x)
  - Get rid of the "sea of concrete" (parking)
  - More employment along Park, Fish Hatchery and Badger rd.
  - Add community center / neighborhood service facility (5x)
  - Black people need to opportunity to build wealth by owning property - we need to repair. To regain sites for them. Do right to buy

### **Thorstad Concepts**

- 66% of Survey Monkey respondents agreed that the concepts were more right than wrong or on the right track
- POSITIVE feedback
  - More greenspace along Wingra creek (2x)
  - Housing options
  - Plaenert reconfiguration
  - Removing All Metals
  - Redevelopment would benefit this area
  - Heifetz Park need to be improved
- NEGATIVE feedback
  - Do not like to add more roads
  - Flooding / contamination
  - More people. More density (2)
  - Too much rental (2x)
  - Lack of owner-occupied housing (2x)
  - Removal of park space
  - Lack of middle income affordable housing
  - no minority owned businesses proposed
  - Lack of commercial areas
- MISSING
  - Grocery store (3x)
  - Schools
  - Expansion of Wright Middle School
  - More streets = more pollution
  - More homes for families
  - Slow driving streets for new businesses
  - Lyckberg park - underutilized

### **Perry / Ann St Concepts**

- 62% of Survey Monkey respondents agreed that the concepts were more right than wrong or on the right track. 33% think that the concepts are more wrong than right.
- POSITIVE feedback
  - More parking for Madison College
  - Businesses into the area (2x)
  - Ped/bike overpass (2x)
  - Employment opportunities option A and C
  - Connectivity
  - Redevelopment beneficial to the area
- NEGATIVE feedback
  - More people = more social issues
  - Do not want the ped/bike overpass
  - Need for a grocery store
  - More traffic (2x)
  - Concept B with minimal businesses/employment
  - Too much rental

- No vehicular overpass – only ped/bike
- MISSING
  - Grocery store (2x)
  - Exercise facility (2x)
  - More green and open space

### **W Badger Rd & Sundstrom Concepts**

- Only 23% of Survey Monkey respondents agreed that the concepts were more right than wrong or on the right track. 67% think that the concepts are on the wrong track.
- POSITIVE feedback
  - Some townhomes on Badger rd. would be good
  - The idea of single family homes
  - Ped/bike connection to Nygard St would be good
  - Like preserving the MHP area (3x)
- NEGATIVE feedback
  - Removal of private green space and wild life (12x)
  - Do not want connection to Park st. through Dane St. (4x)
  - Convert MHP into owner occupied housing
  - No grocery store close by
  - Would increase traffic and density (3x)
  - Would like to remove the MHP (2x)
- MISSING
  - Conservancy or preservation of green spaces (4x)
  - Access to grocery stores
  - Water mitigation / stormwater treatment (2x)
  - How are you mitigating AEC expansion?
  - Urge staff to speak about what's best for the whole community - equity and inclusion