

Greater East Towne Area Public Engagement Compilation 4-20-2021



The following is a comprehensive compilation of comments, input and other ideas received from participants during the variety of Public Engagement opportunities created throughout the Greater East Towne Planning Process. City staff utilized a variety of methods including specific outreach to traditionally underrepresented communities, and utilization of innovative engagement techniques, such as Social Practice Art, and a new online interactive comment and mapping tool, among others.

Key findings from Focus Groups with the Black, Latino and Hmong Business owners

Black Chamber and Madison Network of Black Professionals:

- Affordability is critical for both housing AND businesses. (NH/EE)
- Micro-communities and business clusters will be critical (EE)
- Need entertainment and recreation for all ages. (CC)
- Development needs to be more equitable, racially diverse, and inclusive. (CC, NH)
- Develop ownership models with Black businesses, not just affordable rent/lease spaces. (EE, EG)
- Collaboration is critical between nonprofits, for-profit businesses, and government. (EG)
- Home-based businesses are big in the Hmong community – they can be more prominent than brick and mortar. (EE)
- Smaller commercial buildings with character are in high demand in Madison; bigger spaces are hard to make warm and welcoming. (LU,EE,CC)
- Use the Public Market/Market Ready Program as a model for these areas in terms of supporting local business creation and creating space for businesses to get started. (EE)
- Don't over-promise and under-deliver.
- Space needs to be kept affordable for existing residents and businesses. (EE)
- A group of business owners approached CBL and made a proposal to use vacant space for new businesses. The mall's terms were too onerous to work. There needs to be understanding by property owners that new businesses can't meet the same terms as national chains. Opportunities need to be provided for businesses to start up, and they can then potentially become long-term tenants. (EE)
- Contracts/commitments are needed with developers to provide affordable space to business owners of color. (EE)

Hmong Chamber

- The City should be the leader in making equity and inclusion a reality, help to reimagine development to be more equitable, diverse, and inclusive.
- Businesses need to be supported to feel viable, assistance is needed with startups, leasing, and lending.
- Lots of BIPOC businesses start up in their homes, not necessarily brick and mortar.
- Important to make the residential/health connection. Inter-generational families are common amongst Hmong and other Asian communities.
- Much of the success model starts with property owners. They need to be invested in helping their tenants grow and prosper through marketing and promotion. The Sherman Phoenix in Milwaukee was brought up as a successful model to learn from.
- E-bikes are needed in newly developed areas.
- Restaurants are inherently inter-generational in nature as they cater to all types of family structures. Breakfast and lunch are the popular inter-generational meal times.
- Health clinics are needed and should be incorporated into redevelopment areas.
- Park and open spaces are needed for outdoor activities, walking, playing, exercise, etc.
- Youth and art programs would also be beneficial. These activities are inter-generational. Kids need places to go. Sports complexes are a good idea however the programming needs to be affordable as not everyone can financially participate.
- Global Market was offered up as a successful business and destination. There is quite a bit of community excitement. The food hall is also an interesting concept.
- Need collaborative and co-working spaces as we shift towards adapting and downsizing post-COVID.
- Incubators spaces needed: Youth entrepreneur attraction, Training, Mentorship, Networking, Co-working spaces that are comfortable for BIPOC entrepreneurs

- Communities and development should have cultural relevancy.
- BIPOC Businesses want the City to “Show us that we were listened to.” And worried that input stays in conversation-mode only.
- Affordable housing is a key element to the Plan’s successes.
- Green space is also critical. It is not only functional, but it also helps with perception that these areas are not just about pavement and parking lots.
- Increase the aesthetics and demonstrate that people can and would want to live in these areas.
- School systems and proximity to schools is a decision that families with young kids will be analyzing. Schools should be walkable if possible.
- Religious areas and institutions are also needed in the redevelopment equation. These should be integrated near housing.
- BRT concept to each of the areas is important for mobility and employment/transportation.
- Mixed-use and incubator space is a good idea so long as it supports small business startups and people of color.
- Affordable housing is critical, but so is affordable business spaces (owning and leasing). Business incubator space can help fill that need/gap.
- Smaller commercial buildings with character are in high demand in Madison. Bigger spaces are hard to make warm and welcoming. Smaller spaces also remove wasted space and help maximize sq/ft which keeps costs down. “Old school” design concept of quality v. quantity still applies. The space needs to be comfortable to be effective.
- Affordable housing is not just about apartments. Smaller first-time homes are needed to help build ownership and roots in the area. Home ownership builds communities and generational wealth.
- Streeteries, curb-side delivery, sidewalk seating/dining, etc. has

Latino Chamber

- City and community should invest in small businesses and allow small businesses to be part of development process. Developments should be in a “build it together” mode.
- Bring in a consultant during the development process to help “build the community WITH the community.”
- The development process is very complicated and messy. Find ways to simplify it which would encourage a broader base of participants.
- Affordability of existing available properties is another challenge, even though there are current vacancies in both planning areas.
- City should explore a series of levels or tiers to help with process to enable business entrepreneurs to incrementally get fully engaged in the process. Right now the process is exhausting to keep up with.
- Need more business development training and access to educational resources.
- A big barrier to LCC businesses is affordability. Cost of leasing space is beyond what many small businesses are able to afford.
- Finding sufficient and appropriate space is another challenge. The LCC has a few local real estate brokers/agents who run workshops through the LCC 3x per year to help its members through this process.
- Sherman Phoenix (in Milwaukee) is a good economic development model for Madison to consider. It provides an entrepreneurial hub, offering a diversity of foods, wellness services, cultural activities, incubator space, on-going training, technical assistance, etc. These are valuable resources for business owners.
- Latino-owned businesses are on the rise in both areas.
- As both the Odana and East Towne areas redevelop/transition to other uses, gentrification could be a negative outcome. Find tools and processes to avoid this from happening.
- City is looking into helpful tools/processes including smaller space developments (such as co-ops), access to capital, etc.
- Can smaller groups of interested business ban together to pursue opportunities?
- Gentrification of redeveloping areas is a real concern.
- There are several “hubs” of Latino-owned businesses in the City. While this is great, it is also important that we (Latinos) don’t fully isolate ourselves from the rest of the community.
- The areas should be more welcoming, including incorporating things like art, multi-lingual signs/announcements, incorporating color, etc. Public space should include murals, flag, sculptures, etc. to make everyone feel more welcome.
- There is some concern amongst the members of the LCC that past decisions or messaging from the City is still the current position. The City should continue to connect small businesses to location of need/opportunity. If “no” was the answer in the past, the members of the LCC should continue to ask the question(s). The City may have a different response to reoccurring issues/questions. The times are evolving as are City policies and staff.
- Vacancies within both areas of City are ugly and not a good impression for the area. They also stifle investment and downgrade the attractiveness of both areas.

- One idea for attracting participation and investment is incorporating food (and possibly an activity/event). Latinos find this to be more inviting and welcoming. Events with food will likely have higher attendance and participation.

Findings from East High School Black Student Union/Raza United

- I love the Global Market, I think we should have SEVERAL Markets similar to this but with Latino foods, Mediterranean, etc. That sounds so good! I was just visiting one in Minneapolis, very cool and mood-lifting. YES! It's a great way for people to try different foods, be more culturally relevant!! And people will feel at home too.
- Encourage more global marketplace opportunities with varied offerings, have some stores like "Tiangis", where local people can sell their goods. (EE,CC)
- How can the mall area be a place for the community to make money instead of large commercial retailers and big box stores (EE)
- Park space is needed to create communities (GR,CC)
- Affordable family friendly offerings and activities (CC, EE)
- Students/community art in and around the mall, (murals, poetry projects, drop in art and recording studios (like Public Library) (CC)
- Community should include more culturally aware signs (with multi-lingual text) (CC, EG)
- More BIPOC owned Stores and restaurants (EE)
- Pilot green housing / in conjunction with affordable projects (GR, NH)

East Towne Area Property/business owner focus groups

- Lots of impacts from COVID are dependent on day of the week and what location in the City you are inquiring about.
- Our business was "non-essential" so we had to close during COVID. Impacts were tough on us.
- Impacts from COVID are anticipated to be 6-24 months long.
- Nonessential businesses were closed for 1.5 months during COVID
- Foot traffic is down.
- Weekends were tough. Lines waiting to get in Goodwill.
- Need automobile traffic for business.
- Accommodate peds, bikes, and cars.
- Homeless living in the brush. Businesses have experienced problems
- Business Strategy Changes - Trying to adapt to changes as they happen
- Likes the coordination with Starkweather Creek. Protect environmental resources.
- Make it similar to Bayshore – multi-use facility
- Affordable housing is needed.
- Wetlands on the JC Pennys property on East Towne Way – Could it be donated for trails?
- More walking opportunities needed.
- Police station should be located in the East Towne Area which will include more presence needed
- Does the City have thoughts of purchasing property?
- Reindall Park may have a library addition. Use the empty buildings instead of converting green space.
- Need more mixed use biz and housing and retail.
- Use the open buildings before building new.
- Sun Prairie has been more welcoming than Madison.
- Crime has increased over time. It is becoming a problem.
- There has been an increase in hotels over time. They are really suffering right now. The lack of fall UW Football games will really hurt hotels as well. Motel 6 is a problem (heroin deaths and prostitution).
- The City should not be looking to discourage the automobile. That is one of our main sources of income.
- Hilldale is a good example of the possibility of redevelopment for the Area. Good mix of automobiles and pedestrians co-existing.
- The 2008 recession was the start of the downfall of East Towne. That was a gradual decline. COVID was immediate. No time to adapt with COVID.
- Businesses have just been trying to survive the state and county regulations with respect to COVID. Market conditions are changing rapidly.
- Businesses are having increased costs with respect to cleaning, staff, supplies. Costs will be passed on to consumer.
- The area does not need any more manufacturing.
- Affordable housing would be great new uses in the East Towne Area.
- How will City get new uses into an area that they do not own? Will they be purchasing properties?
- Keep nature and wildlife in East Towne Area.
- Save existing building and/or convert them to new uses if possible.

- Do not encourage development on fringes of City. Encourage in the East Towne Area.
- Need more retail to replace retail that is leaving or has already left.
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- COVID has not changed our business strategy. We don't know where this is headed so it is hard to plan or anticipate.
- No really long-term plan for businesses in the Odana Planning Area.
- There is a lot of purchasing power in the Odana Area. Need more restaurants, catering, food industries. There is nowhere to go after work. The Vintage is too busy as it is the only place to go. Another couple or restaurants would be great!
- Roads are not currently laid out for mixed use to be successful. There is no grid. Cant walk or bike. Transportation should be redesigned to accommodate mixed uses.
- Mixed use success means success of all uses, not just one. Building it is not enough. Need to make sure both uses are successful and/or supported.
- Traffic and poor transportation are current barriers to economic growth/development.
- Vacant buildings don't seem to be gaining any attention/traction.
- How does the City balance increase density with increase open space?
- How flexible will the City's eventual plan be with respect to moving roads around to accommodate future new uses and places? Can we start with a clean slate to a certain degree?
- TIF was a big driver with the East Washington redevelopments. If you want high-end, quality redevelopments, you need to TIF. Otherwise you will get incremental, average, slow change redevelopment over time.

May –June 2020 Virtual Meeting Series:

From Zoom Chats

- Remove all the parking lots and replace them with underground/parking ramps. More green and FAR less asphalt.
- Retail, Restaurant, and Services businesses will do better if we intelligently densify these targeted areas.
- I like how these mixed-use buildings create & maintain a busier street life for these areas.
- I like the look and theory of mixed use but I also know small retailers can struggle and developers cant always fill retail vacancies.
- I see large areas of empty parking lots around both West Towne and East Towne almost all of the time. These areas both have great transportation linkages and can support much higher density without burdening the surrounding neighborhoods with more traffic. This could include mid-rise office and multifamily buildings that create a more urban environment with a "live work play" vibe more similar to downtown Madison.
- If the plan is to push more housing and make these activity centers, we need to improve the amount of green areas to make those centers attractive to live and offer a high-quality environment. Keeping mixed-use housing/retail with high density seems to be successful in Madison in the urban core, I wonder how this would translate in these areas especially as Hilldale area and E. Washington Ave. are also pursuing similar planning
- I want to see a lot of green space, trees, no impervious space outside of the buildings. a lot of creative mixed-use housing and recreation area, extreme drop in car traffic, big increase in biking (including for tricycles for older people), and more opportunity for performance areas, maker spaces, no big-box stores with stuff that mostly gets single use and then gets trashed.
- I'd like to see ground-up redevelopment that is pedestrian oriented, with a good bikeable and walkable grid. A lot of mall redevelopments just plopp giant apartment buildings around parking garages, and I hope that doesn't happen here
- I'd like to see many more trees along streets in this corridor and more bikeable - walkable trails.
- With one branch of the Starkweather Creek originating near East Towne, have natural areas is important and keeping parking above or below the mall.

Land Use

- Good mixture of uses.
- Plenty of extra space, including where businesses are vacant.
- Keep major corridors 'major' - E. Washington Capitol Gateway is no longer a major corridor with all of the dense, new housing.
- Major entrance into Madison from points further east and north, nothing about the area that says 'Madison' – add public art and other design elements to streetscape and buildings with unifying design theme.
- Mixed-use needs to have destinations – retail can help bring people in. Jane Jacobs discussed this at length. Need adequate density and amenities.
- There would need to be big box store shuffling to get a neighborhood in place here.

- Sticking people in a place that's not a neighborhood.
- Too much land taken up by surface parking lots.
- Have there been studies of success/failure of New Urbanism like Middleton Hills?
- Link major corridors – utilize the airport.
- Empty parking lot and underutilized buildings behind East Towne Mall.
- Connect Home Depot and mall parking with greenspaces, plazas, gathering places.
- Provide space for more light industrial and other types of employment -- good paying jobs.
- Where there are a lot of building vacancies, there are opportunities for redevelopment with mixed-use and affordable housing.
- Sandburg Neighborhood has an identity and sense of pride; need to bring that to this commercial area as well.
- High density with lots of greenspace.
- Near mall, add higher density mixed-use retail/residential buildings – this would bring more economic growth.
- With new housing, need amenities to attract residents like restaurants, shops, services, other.
- Far eastside farmers market.
- Consider community gardens – though one person said orchards are better looking and still a good choice for food access and greenspace.
- Please allow developers to build higher/taller ~ top floors with community room and pricey condos ~ lower floors with mixed income rentals ~ bottom floors with stores (Woodman's etc.) so people don't have to travel to shop ~ underground parking = more green space around beautiful high-rise structure.
- Please allow for re-zoning so that developers could build above roads ~ great use of land (like at Monona Terrace with John Nolen Dr operating below) ~ creates a "bridge" for pedestrians across busy and wide roads ~ parks/community spaces can be on top of roads ~ building above roads removes road barriers from community ~ makes community and the building the focal point rather than the roadway.
- Please encourage developers to utilize architectural diversity so every building doesn't look like a communist bloc repeat of the last building.
- Please don't fear building height in close proximity to roads and sidewalks: ~ preemptive building setbacks create monotonous look and a windy walkway. ~ architectural diversity and building-placement diversity is good. ~ at East Towne and Odana there is no real need for setbacks or height restrictions. Please encourage developers to be creative with height and design.
- Locate Madison Metro transfer stations within a new development (Odana and East Towne), with stores and apartments above. Buses could drive under the building and pick up shoppers and residents in heated, sheltered area with bathrooms and stores. Better use of land than a separate transfer station. Would increase ridership and social equity.
- Please don't over-light the new developments: ~ lower lumens, fewer light posts ~ lower K-value to give warmer hues of light ~ shield lights so they don't blind people or contribute to light pollution ~ use of motion detectors and timers to reduce unnecessary lighting in low-traffic areas ~ increased use of DOT reflector signage to utilize car headlights rather than over-lighting areas.
- Work with the Goodman family and a developer of the high-rise to add a community center to the re-developed complex.
- Public art as grand sculptures, rather than as quasi-urban spray-paint art.
- Locate a new Public Library at each re-development area. They create and support community.

Transportation

- Close to major transportation.
- E. Washington (a US highway) was rebuilt without good pedestrian crossings – should have been below grade with above grade ped/bike crossing.
- I90-94, E. Washington are major barriers for people to walk to this commercial area.
- Can some sort of grid be developed that will allow efficient ped/bike transport to commercial areas. We need to return to human scale.
- Keep in mind that East Towne will still get a lot of out-of-town traffic (people who are just driving by on the way to the Dells, for example), so it still should have some focus on car traffic, especially eastern parts of the study zone since it's closest to the interstate.
- Make bike lanes and sidewalks safer and more attractive.
- Shadeless, treeless intersections are too hot, sunny and noisy to walk along.
- Parking ramps (e.g. Hilldale).
- Make health a priority by improving walkability and reducing car use.
- Add roundabouts along East Towne Blvd. – but one person feels they are dangerous – controlled intersections are more dangerous – t-bone accidents. With roundabouts, when there are accidents, they are at a slower speed.

- Ped/bike bridge over the freeway to connect to Autumn Lake and American Family areas? Gradual grade change would be important (e.g. Cannonball Path bridge over Beltline and bridge parallel to 894 in Milwaukee).
- How about wider bike paths where feasible so bikes and peds can be separate.
- Please narrow some of the roads. Wide roadways reduce quality of life, increase speeding and dangers to pedestrians/bicyclists. They create huge barriers to connecting adjacent developments.
- Please reduce width of bike lanes (I'm an avid biker, but they are too wide and make the roads imposingly huge and more dangerous.) Wide bike lanes are frequently and illegally used by car drivers to pass, speed, and make turns on. Wide bike lanes increase danger to bikers, and increase impermeable pavement issues.
- What about e-bike station near the mall?

Green & Resilient

- Great greenspace.
- Starkweather Creek.
- Is there a map of off-street bike paths? Yes – Ryan to follow-up.
- Nearby large park – Reindahl (but very underutilized).
- In the development review process, retention and detention ponds should be incorporated as a landscape feature – difficult to address this problem.
- Be careful not to add pollutants to Starkweather.
- More canopy trees, esp. in remaining surface parking areas.
- This whole area has great solar potential. could planning include incentives for actualizing it?
- Add greenspace within core of planning area.
- Make pavement permeable – integrate rain gardens – are beautiful and help address stormwater issues.
- Enhancement of greenspace within airport land across from Portage Rd. It can't be developed anyway since it is within the flight path.
- UW Masterplan is good example of plan with stormwater management that is visible and enjoyable to people.
- Co-mingling of detention ponds with active recreation spaces like soccer fields – flexibility.
- Parking lot southeast of East Towne – who owns it – is there a tax credit for returning it to wetland?
- Opportunities for development of future parks? Question about purchasing land for parks.
- The results of the recent USGS tree/leaf collection study can inform this plan
- Yes to increasing green roofs, habitat restoration, native plantings
- Opportunity for solar – how can we incentivize it?
- E-bikes.
- Increase public transportation.
- Pocket parks in commercial areas.
- More dense tree and shrub plantings along sidewalks and at intersections ~ plan for trees first; signs and posts second ~ reduce the DOT's erroneous "sight lines" which create huge treeless zones that aren't easy to walk along ~ plant on both sides of sidewalks in alternating (zig-zag) pattern to maximize shade canopy, sound and heat absorption, air filtering, bird habitat, etc. ~ plant road medians more densely to absorb heat, noise, and to beautify wide concrete roadways (like Monona did along Monona Drive.) Dense median plantings attract businesses and people ~ include evergreens amongst plantings, which look great during our long winters. Include cluster plantings, not just straight-line plantings. They create an organic look and are more attractive than in-line street trees alone.
- Can the city create small water detention, and wetland style, and open fields for recreation, public.
- Speaking of parks, does the city have land it expects to develop into parks/sports fields or a program to purchase lands? Economic development and COVID 19 Recovery
- Access to East Washington Avenue and I-90/94/39.
- Some empty buildings are ready to go for businesses, incubators.
- Close access to Sun Prairie – largest growing city in state.
- Railroad access for light manufacturing - not all manufacturing is dirty.
- High speed BRT coming soon to give great connections.
- Starkweather Creek could be a real asset if tied into larger system – connects all the way to Garver, Lake Monona.
- Lots of service oriented businesses.
- Car dealerships and other business that bring people to the areas.
- Vistas down E. Washington are awesome.
- Sun Prairie is "stealing" away all the new retail development- leaving a vacuum.
- Area is very car-centric and hard to get around by other modes.
- Reindahl park feels very hidden.
- Madison is seen as being difficult to do business with.
- New stormwater rules may hinder new development.

- Nothing for families to do in winter – everyone has to go to west side for fun indoor activities.
- COVID-19 will have a devastating effect on businesses for some time.
- Homeless people panhandling around East Towne area.
- Lack of co-working spaces.
- Be wary of creating a food desert.
- Have some co-working spaces like downtown and west side.
- Bring in light manufacturing – good jobs – clean industries (health care industry in particular and others related to UW research).
- Chop up the huge parking lots and big pieces of property to allow more street connections and street frontage opportunities.
- Mixed-use – bring people to live here
- Bring experimental retail (like “Bricks and Miinifigs” store on Fish Hatchery - play while you shop type places).
- Connect mall to Reindahl park.
- Sports mecca – new hockey rink, or other sports complex to bring activities and destinations to east side.
- COVID-19 has shown that we need to have more robust supply chains – bring manufacturing to this area.
- Bring health –tech to areas – big growth sector.
- Strengthen links between Capitol Square to Highway.

Social Practice Art Public Engagement

CityZine:

GREATER EAST TOWNE AREA Specific Comments

- “We’re talking about a spot that sort of butts right up to neighborhood and residential stuff, but doesn’t really do a lot for those neighborhoods other than like provide a bank or spend money. I guess it’s tricky cuz people want places to work, which is probably possible at a place like a mall or strip mall, but they also want places they can just kind of exist without having to spend money. It’s hard to **build a sense of community** around a shopping mall with giant parking lots that take forever to get around. I don’t know, it seems like it could use more of an identity or real function for the community outside of just existing for teens to go to just to get turned away cuz they’re kids and not really seen as the kind of people who should be spending time there. Like, those kids are from around here, right? How else did they get there, and where else are they supposed to hang out?” -T
- “I just can’t say enough how much I need to see **green, water, and natural elements**. There are some areas with trees and stuff but it’s hard to feel connected to the land, you know, like—I don’t know, just connected to the place you’re moving through—when it’s covered in concrete and has a fast food sign peeking out from behind the trees. I do like fast food, but it’s not like thrilling in terms of building a neighborhood vibe.” -B
- “I don’t know, **COVID has kind of made everything look different to me**. I used to like going to the mall when I was younger, but now especially—it just feels like we need different priorities with how we’re taking up space. I want those **mom and pop shops to feel solid**, and **I don’t want to look at parking lots** really. I guess I would be okay with parking lots and stuff if there were more neighborhood resources around there. It feels weird to think about places being used by folks from outside of town, too. I’m pretty sure lots of people are going shopping or doing stuff in that area who don’t really live in that area. And that’s okay and everything, I just feel like it’s more important to me now that we’re talking about it to rethink how we use space. Place for **kids to be able to hang out without spending money**, maybe even just **more places to live that aren’t too expensive**.” -J
- “I feel like if the East Towne Mall area had things that were **closer together**, and a little more walkable, that would make more sense to me. I don’t really have the energy to get from one place to another without getting into a car and driving to their special parking lot. But if I could actually get to locally owned businesses that give me my everyday needs, like a small bank or post office or grocery store, and then also grab a coffee at a little shop or something, that would be cool. **I could make a day of it without feeling kind of stuck in a series of driving, driving, driving operations**.” -M
- “**Since COVID all started, I’m just feeling kind of tired with the old way of doing things**. I’ve heard about these community fridges that have popped up in some areas, or turning some free libraries into mini food pantries, and that feels so simple but so good. Some people just decided that it is important for us to give each other the things we need, and make sure people’s needs are met. So do we even need to have grocery stores where we spend money? Can we have whole grocery stores where we’re just giving and getting food? I know that’s what a food pantry is, but I guess a better example would be tons of space dedicated to shopping. Some of that shopping is just whatever, and the parking lots are even more blah. Whenever it’s safe to really spend time inside, I think it would be good for that inside time to be more about **getting to know your neighbors and spending time meaningfully**. Especially for kids. Whether it’s food courts or stores or anything, they should have spaces they are welcome to show up and goof

off and have fun and get a snack and all that. Just different than the stress of whether my boss's business can afford to stay in the mall and I can keep my job or whatever. **Hire the people who work in the malls to work in new community centers that fill up those spaces.**" -N

- "I don't even really feel safe being outside during COVID, but it seems like this would be a good chance to reflect on what we need more of in different areas of Madison, which is more **public green space**. I think it would be best if some of that green space was really protected—**like a forest in the city with trails** going through it. Green space is great unless you've got cars zooming past trying to rush to get to the mall or something. That's not really where I want to bring my friend's kids or hang out with a date. I want really green space." -B
- "I'm trying to think about some **people who own businesses right now, and it's tough**. I don't eat out any more. In the beginning of quarantine, I also didn't eat any takeout at all. It seemed so unsafe and unsafe to make employees go to work just so I could have pizza. As things have wore on and certain safety protocols have changed, I have gotten more comfortable with eating out and just make sure I tip as much as possible. I think if COVID ever ends, **I would eat out as a social experience with friends**, but I would also really **want my work life and neighborhood to be set up in a way that I could keep making all my own food** for myself. I think it's a fault of capitalism that I'm forced to work long hours so I can't even fend for myself and then I have to order takeout or get fast food just to live, so I spend a bunch of money on that just to have to go work again and be totally disconnected to my own body's experience because I'm just working and fueling it. Speaking of fuel, I'm then also driving through a sea of cars and driving past car dealerships and driving to a **big parking lot that has no attachment to any good human activity**. Man, it's a lot. I feel for people who own small businesses but I need to see proactive plans that help make sure the common dude doesn't have to work all day to afford my rent and not be able to properly feed myself. It's complicated." -M
- "Okay, we're talking about parking lots so I'm gonna just dive into some stuff about **shopping, which is obviously what I associate with this area**. I have been buying everything online lately, but I don't want to have to do that the rest of my life. I'm glad elderly people or people with kids or with disabilities have the option to buy online, but I want safe ways to get my everyday kind of things from the local area. I also want us to have places that are realistic in case we are dealing with COVID stuff for a long time. I hope that people who are smarter than me are thinking about ways that local business owners can be supported, but that whole neighborhoods aren't focused on just shopping, and that we can adapt if some kind of health issue comes up again. I mean, I guess things like racism are already pretty big public health issues. So I hope that all the people putting their heads together are thinking about how to interrupt things like racism and unaffordable housing and environmental disaster while contemplating whether or not people like me want to shop locally or if people are coming from out of town to shop. I know we don't have all the answers, but the answer cannot be more parking lots for more space-wasting shopping. **Give me more locally run pharmacies or co-ops and a coffee shop and a park and some kind of plan that divests from capitalism and invests in the individual people and families living in neighborhoods.**" -Y

ODANA AREA Specific Comments

- "Can we have affordable places to live that don't all look like what new housing development looks like now? It's all like those IKEA shapes and colors and stuff? Maybe I wouldn't care as much what the buildings look like now or later if there was unique art and sculptures rotating through, and parks all over. So that the buildings are a pleasant backdrop to a happy neighborhood. I feel like I'm on to something here, right? Like, if everyone in the neighborhood was happy because they could afford to live there and afford to eat and had all their needs met, we would make the place our own and maybe focus less on whether we have the perfect architecture or whatever. Ensure that the whole family and block is all set." -J
- "I kind of just want to shake my head because I'm not really sure what use it is to say this but I just don't see why so many plans focus on what developers want to do in an area, and whole areas are even zoned or earmarked for super specific stuff like commercial space or shopping. I guess zoning is good to protect certain spaces, right? So that's good, if it interrupts development to protect wetland areas or something. But I need affordable housing. Everywhere! There are people who don't even have apartments or anything at all. Or they have no jobs. Or the only jobs they can get without a degree are just terrible. So how do I ask for housing costs to be covered, for free food markets, for more artistic spaces like the one you work with downtown, or any of that when there are people with way more money and lawyers and sway than me who probably ensure that there will continue to be parking lots everywhere? I'm not as overwhelmed as all that but it feels unclear what I should really start with." -G
- "I'm not an expert in some of this stuff but ecological or environmental health is really helpful to me, and I would want to know that we're doing right by the land without respect to how we handle waterways and habitat. I want green areas, but I don't want green areas that are so manicured that they're full of pesticides or something. I'm sure that the businesses that have green areas are also treating them to get them to look a certain way, when they could just be native prairie plants or something. So from the impact of parking lots on water management to the fun

things like adding in community food gardens would all be important for me when it comes to making suggestions for research areas for planners.” -T

- “I really like that I can go see a movie, in normal times, and that I can go on certain days and it’s pretty cheap. I guess it would be cool if there were more interesting kinds of events that give entertainment without being a big box. I should probably pay more attention, because maybe there are festivals or markets or community events that I don’t really know all about. But I for sure want more of that if it is happening.” E.
- “I’m sitting here asking myself if I have ever seen a bird in some of these *west side areas*. I mean, I’m being kind of dramatic, but there is just so much pavement and concrete that it’s hard to even visualize life in some of these areas. I sometimes fantasize about what it would be like for an alien to fly overhead and look down. What would they think all that concrete is for? Especially in the areas with no cars in them?” - C
- “I get around by—well, I used to get around a couple different ways but I don’t really go out any more because of COVID and my immune system. I don’t have a car and I have some body pain stuff, so sometimes I bike or bus, but both of those hurt. The buses are hard for my body pain, so I would sometimes have to cab around. But the main one I had been trying was that e-bike because they have more comfortable seated positions and go faster and give me some autonomy . . . But those are stressful because you have to make sure you get it to a slot, and I have gone to the bike rack thing and had there be no bikes there. It’s hard for me because I want to say something like “more and faster buses” would be great but even that isn’t great for me. So prioritizing disabled people’s comfort and everyone’s comfort in using those transportation systems would be super helpful. I don’t really know what their situation was, but I once worked with someone who had to take a special van to and from work, and they would get to work and leave work on a super weird schedule just to be able to get back and forth comfortably with their scooter. I know you got a lot of feedback about the icy sidewalks on one of your other projects, and that’s totally a thing, but it’s kind of like the whole transportation system especially doesn’t really prioritize poor people’s or disabled people’s everyday needs as much as they prioritize things like being welcoming to wealthy tech people.
- I guess I just have different priorities, and maybe I’m missing a larger reason for some areas to be so disconnected from other areas, like maybe our region really needs a certain company to be sort of centrally located. But if there is some compelling reason for some weirdly disconnected neighborhoods—or more like commercial areas, I guess—and some strangely placed motivations for getting on stuff, like maybe there are people moving to town who can afford something fancy, I will need to be educated on all that.” -B

Plan Webpage Interactive Mapping exercise

- Affordable housing and taller buildings are the same thing... Madison needs both, and both high-rises and affordable living complement each other. The taller the buildings are allowed to be, the more units for people of different incomes to live in. Plus there is less cement and infrastructure cost per resident when we allow taller buildings. If we keep building the same four-story buildings, we lose the opportunity to house people vertically, and encourage sprawl. Developers keep asking for more height allowances, but a few select people in the community keep their fear of height restricting beautiful tall buildings. Affordable housing and taller building should not be separated in a competition-style "Mall-madness"; but instead should be considered together, co-operatively, as supportive of both goals. Madison needs more tall buildings which can accommodate all socio-economic levels, business interests, public services (libraries, bus transfers, etc) within one structure.
- plant trees on both sides of sidewalks to create shade and tranquility regardless of sun angle (time of day)
- Overall cement pavement reduction, and reduction of frontage roads for frontage roads. Way too much pavement in different ownerships and managements.
- Views from this hilltop are stunning. Allow for zoning of a high-rise so upper-level units could bring in tax revenue, and lower-level units could be for affordable housing.
- Bring bus transfer points indoors so that users of mass transit don't have to freeze or bake outside. Bus drivers and patrons could use public facilities (toilets) and wait in more temperature controlled rooms rather than outside. Bringing bus transfers and popular stops indoors would compliment the long-term goals of BART. Use some humanitarian planning with regards to mass transit... stop thinking of us as cattle who like to sit outside in all kinds of weather with no shade trees near bus stops.
- Landscape medians better. Well landscaped medians and terraces attract businesses, shoppers, and residents. Grass and cement chase people to the burbs.
- Even though East Town Mall is reached by public transit and individual family vehicles, Madison is a bike city and there should be wide bike paths separate from roads, a large bike parking area (near the movies or the food court).
- Bike path along E Wash is a waste. It is so dangerous and is used for cars to speed on and pass on. It is a suicide lane for bikers. Future planning should bring bike paths on busy corridors like this up near sidewalks (no, not the 10

foot wide "multi-use" paths that are like ugly roads for peds and bikes to share; but separate pathways for bikes, trees, and peds to be safely away from traffic). Traffic on E Wash should not mix with bikes.

- Landscape the roundabout like Mt Horeb did. This can be beautiful and heavily planted. It is safer if it's planted, too.
- Please consider environmentally friendly parking lots with much more shade. I've witnessed people practically passing out as they walk across the huge lot, and I've heard agonized overheated dogs barking in overheated cars.
- overall reduction of light pollution would be desirable. Whether housing is added, or businesses, or green space... light pollution is rampant in Madison (especially with new, out-facing LED fixtures). we should work to reduce stray light pollution, and its effects on pollinators; and allow Madison's citizenry to enjoy some more starlight.
- Throughout the planning area, over-road development should be allowed and encouraged. Buildings can easily be built over roads. The road runs at ground level as before. The building is above and to either side of the road. This maximizes developable area, increases community cohesiveness (by taking the obtrusiveness of the road away from people on either side trying to cross safely and comfortably... instead, over-road buildings act as a connector to the adjacent developments allowing people to pass over the road without getting hit. Cities do this all over the world. Madison needs to learn some better land-use techniques and start allowing for building zoning over roadways and for increased building height.
- Locations like this Hyvee could've been a development like The Constellation. Underground parking, stores, housing... instead it's a 1950s-style single-level store with a huge parking lot. Let's zone for multi-level shopping/housing and less black-top.
- If there are any remnant woods or wetlands in the plan area, they could be protected for nature or parkland instead of being developed. Not just near Mayfair Park, but throughout the whole area.
- More shade trees everywhere in this planning area. Continuous plantings (not one here and one there, where pedestrians have sunny heat islands to navigate across; but solidly planted, tree-lined, both sides of the walkway planted tree-filled areas.
- Re-design stop-light configurations so that trees can be planted closer to intersections without impeding the view of the lights and coveted DOT "sight lines". Tall shade tree plantings at intersections is crucial for pedestrian and bike usage. Plant species that grow above the stop light height, or extend/hang lights over the intersection so that trees can be continuously planted for shade near intersections.
- Use of evergreen plantings throughout planning area. Madison gets 5 months of green time, and 7 of brown and grey. Plant for the winter months as well as the few summer months.
- Make the mall space an indoor/ outdoor public market. Create walkable spaces with greenery and desirable, local shops and farmers' markets - i.e. liberty station in San Diego. remove giant paved parking lots.
- Could you put a community garden in between new apartment buildings? They really help build bonds in the community and give us access to fresh food.
- Roads and intersections like this are way too wide. Good for car drivers only. But isn't the future going to be less car focused? People walking here (the whole East Towne area) can't cross roads safely. Just too wide. If you made the project area more like the neighborhood to the north and south, people could walk between areas... it would connect them. Now you have to get in a car to go anywhere out there. Sucks.
- This entrance/exit is a mess, especially if the building next door gets occupants. With high traffic home depot there a safer, more clear entrance/exits would be helpful
- Create a park with paved multi-use path that meanders around on both sides of Zeier road and through the business areas. This would provide needed access to green space while also providing access to the businesses and motivation to access food and seating at the mall and other business complexes in the area.
- Provide trees to block the rising and setting sun that blinds drivers at some times of the year.
- Better biking marking, signage, instructions would be great. Lots of teens and non-city drivers flying through this intersection and not always looking for bikes/peds
- I work here and hate this quick left turn, always worried I'm going to get hit from behind from someone turning quick from Lien. Some marking/signage/turn lane would be helpful
- These frontage roads are a mess, especially on weekends/lunch times. Not an easy way to get onto Washington when busy with traffic, and tons of people waiting on frontage rd to get out
- Just a thought—looking at it from above, the mall property itself is circular in shape with the mall building in the middle of it. What if development here was flipped/inverse so that buildings were built around the periphery with of what is now the parking lot with gathering, event and green space in the middle, where the mall building currently stands? Could give provide the sort of gathering places found in European plazas, but with more natural/green features.
- a lighted jogging trail with water refill stations would be awesome
- When biking from the east, it is easiest to get to the mall via the path in Reindahl Park. After that, you have to turn onto Portage and then cross E Wash to get to the Mall area. Once you cross E Wash, the mall is completely unwelcoming to bikes. Thierer Rd and Lien Rd in particular are the roads I normally use to get to either the Target/BB&B or the main complex. Both of these roads force bicyclists to take a full lane with speeding and

inattentive traffic flying by. Please make some protected bike infrastructure after Reindahl park so that the mall is SAFELY accessible by bike.

- If there is to be any possible redevelopment in this area, we HAVE to consider the flash flooding impact of added impervious surfaces. We are going to get larger rain events in Madison. That is a fact. Starkweather Creek does not currently handle the volume of water that it receives on either the E or W branches of the creek. The only way to mitigate flooding on the creek is to prevent water from reaching the creek from large development projects. I want to see future development capture 100% of the rainwater for a 100 year rain event. And I want to see as much retrofitting as is feasible for water capturing during rain events for the rest of this area.
- The intersection of Thierer and Lien Road is unsafe for pedestrians. A car ran the curb during the winter and knocked down the outbuilding on our property. It needs to be a T with a stop light and, walk signal and crosswalk markings
- The watershed for Starkweather Creek needs to be preserved/improved

City of Madison Neighborhood Resource Teams Meetings

- Concerned about potential need for new school facilities in the area.
- It's critical that the Plan create space that teens want to use and is welcoming. If the mall goes, want to see new places for the people to go and hang out
- Incorporate cultural inclusion – how do we build spaces that are oriented to inclusion?
- Need more equitable development opportunities
- Lots of people trying to move to Madison from Sun Prairie where housing costs have gone up – north side of E. Wash. one of the last places some can afford to live – will this option go away with new development - gentrification a big concern
- Makeover of area may lead to culturally exclusive place – e.g. Sequoia Commons and Hilldale
- Need vigilant commitment to make this area more attractive to people who are black, brown and from indigenous communities
- Lead with affordability and inclusion
- Require affirmative action plans for any new housing development or new business
- Affordable homeownership is needed – build wealth and equity
- Build affordable housing along BRT line
- Interview landlords and property owners – push this forward
- Make Section 8 available in this area
- Do planning around # of homeless students – every school in district is required to report homelessness
- Consider meeting with MMSD school social workers to learn more about what people need
- Reduce surface parking and pavement
- Increase parks and open space, Address stormwater management issues
- Emphasize locally owned and operated businesses
- Create affordable retail space
- Lift up and strengthen concentrations of businesses owned by people of color
- Consider establishment of business co-ops and incubator spaces
- Involve DCR – can provide free training for businesses on their rights
- More affordable child care options
- Involve DCR – disability rights and services, Equity Team
- Better access to public library and computers - closest is Hawthorne School computer lab
- Arts enrichment to sports are needed – indoor and outdoor gathering spaces
- Food desert area – note that new grocery is planning to locate near Toys R us – world market, ethnic foods
- Need better access to fresh, healthy food
- HyVee is there but a long walk if new housing in and around mall – people going now to Dollar General Store or ordering out
- Worried that a neighborhood could be an island separated by East Washington Ave – need to find safe connections to surrounding areas
- Could there be childcare facilities located right at the BRT stations?
- Too much income restricted housing could force rents higher elsewhere – we need to encourage affordable – but not income restricted developments. – also rent-to own units? Could that help build wealth?
- Can we shrink East Washington Avenue? Please?
- We need places for teenagers to safely hang out without being “persecuted” for acting like teenagers
- Find areas for more locally owned businesses to flourish in the new development
- How can we fix the digital divide here?

- Concerned about Sun prairie School District having everything east of Zeier Road come to them
- Could the new imagination center be at East Town – it would have a much larger impact at the middle of an activity Center than hidden in a park
- The digital divide is still a huge problem in the city
- Childcare at BRT facilities

2018 Comprehensive Plan – Re-visiting input from Resident Panels

- There is a lack of subsidized housing that can accommodate extended and multi-generational families. (Resident Panel feedback)
- Housing development has been primarily focused on high-end rental units ignoring poor people and low-income families. (Resident Panel feedback)
- Too many high rises that are ugly, taking up space, and are too expensive for people to afford; namely because of tech increase, including but not limited to Epic Corporation. How are the lives of transgender and gender nonconforming individuals being centered and supported within this tech-driven new economy? (Resident Panel feedback)
- Madison will become too over gentrified. (Resident Panel feedback)
- Redeveloping East Towne, West Towne, and Westgate to make them attract more than just shoppers. Make these spaces into activity centers, similar to Hilldale. With good access to transit, there is a great opportunity to bring more people and housing in all three of these spaces.
- The death of NIMBYism. Our city prides itself in being open and equal, but projects don't happen in or near certain neighborhoods due to the Not In My Back Yard movement.
- I'm most concerned about the proliferation of luxury student/young professional housing, which I perceive comes at the expense of more modest housing for students, and opportunities for modest, but urban/dense family housing, such as 4- to 5-story, multi-room "European-style" family apartments.
- New residential areas should be livable even if you don't have a car.