

APPENDIX I
Public Event Comments

Public Event Comments

WORKING DRAFT

From June 2019 to January 2020 the Project Team attended and heard from over 400 community members. Throughout the process and whenever possible, comments were collected, informing the development of plan along the way.

WALK & TALK EVENT | JUNE 19, 2019

COMMENTS COLLECTED BY TOPIC

General Comments:

- Walking tour to “appreciate the scale” is a great idea! Maybe repeat for future public events
- Walked behind the 30-year Oscar Mayer veteran (w/ walker), who gave a continuous description of buildings and operations within
- Ensure questions used to solicit feedback create space for complete responses and empower community members to share information that accurately aligns with their wants and needs e.g. “How can your community plug into this?” instead of “What are your issues with transportation?”
- Focus on engagement and not just outreach e.g. consider being in spaces where people naturally gather and inform them about what is happening. Don't necessarily ask for input at that time.
- Project awareness – what is this plan doing?

Neighborhood & Housing:

- I would love to see a housing land trust to keep housing affordable
- Prioritize home-ownership for traditionally marginalized community members, with a focus on responsible ownership and owner-occupied units
- How can we leverage resources and support from the Neighborhood Assistance Corporation of America (NACA) in Milwaukee? Are there opportunities to develop NACA-like programming in Madison?

Transportation:

- Bike path connections to Aberg, Packers, etc. Biking from Commercial going North is impossible. I bike through OM currently and want to expand this!
- It will be important to get feedback from those who currently use the North Transfer Point when considering what/if changes will be made. How will you plan on collecting that feedback?
- Examine impact Roth Street extension may have on maintaining residential community culture (Stop 3)
- Transportation questions were asked at (Stop 2) and how this area will be connected in and out of area...
- Some concern about bus storage not creating enough activity on the north end
- people appeared to understand the need to improve connections
- Not the best location for the metro transit facilities
- Better bike/ped access across Oscar Mayer site

Greens & Resilient:

- Wetland at Ruskin and Roth is gorgeous! Seems to me to be a rare opportunity to preserve as is to show the general public what a wetland looks like and does! (Hartmayer Natural Area)
- Preservation and development of natural area between west of the railroad tracks parking lot, Roth Street, Sherman Avenue
- Want to keep it as a wild area
- Consider supporting and maintaining surrounding wildlife areas
- stormwater management/flood control
- Keeping areas around wetland wild

Economic Development & Opportunity:

- Prioritize support for entrepreneurs and business incubators --> Similar to the Madison Public Market's efforts, but on a larger scale
- What is the project doing to address equity and to be inclusive of different voices (Stop 3)...
- Who owns the land ... (Stop 2)
 - How can this area leverage the history and connection to food
- Would like see a mixed of jobs that don't require a degree (i.e. foundry employs individuals w/o degrees)
- Want to see Oscar stay as an employment center

CONCEPTS OPEN HOUSE | OCTOBER 16, 2019

CONCEPT BOARD COMMENTS

Imagining the Redevelopment Possibilities

- What is your initial reaction? (No comments)
1. What excites you the most?
 - Commercial and Packers intersection looks amazing.
 - It's a big improvement.
 2. What concerns you the most?
 - How do people cross over to activities?
 - Unrealistic pedestrian safety crossing Packers. Traffic will still be severe and complicated by development.
 - North side of Oscar Mayer could still be dead space.
 3. What's missing?
 - Aberg looks like it may not be pedestrian oriented enough.

Making a Northside Mixed-Use District for Everyone

1. What is your initial reaction?
 - Overall, positive
 - I like the multi-functional plaza (see #92 on board – eye-level perspective), but question how much it would be used. What would draw people there? It would need to have landscaped green space.
2. What excites you the most?
 - More walkability, more activities to do.
 - Housing for people with limited mobility near bus stations is very important. Different income levels need to be provided for.
 - Good entertainment for evenings (see #91 on board – eye-level perspective)
3. What's missing?
 - Sure would be nice to have the regional pedestrian train to come to this area. Then folks could take bus or bike to airport, or elsewhere in town.
 - Please let Annette present the findings of the advisory group at the next public meeting.
 - More jobs and diversity of businesses.
 - Affordable housing and the BRT coming out Northport beyond Sherman
 - More housing
 - More walkability

Transforming the Packers/Pennsylvania Avenue Corridor

1. What is your initial reaction?
 - I'm not too concerned about needing to transform Packers from highway into city street.
 - The additional signals may be helpful.
2. What excites you the most?
 - I like the idea of making the wetland a public use space with some environmental education components. Right now it is private land.
3. What concerns you the most?

- Urbanized street sections create higher ped/vehicle interaction. Plan does not address how this would be mitigated efficiently. Adding 4,000 employment opportunities and residents plus traffic is a potential disaster that planning needs to address before building.
 - Will it be pedestrian first?
4. What's missing?
 - More off road bike paths – roads are dangerous.
 - Increase neighborhood connectivity with more road crossings.
 - Where's the public art?
 - More road connections.
 - Street connection from Sherman/Fordem to Packers.

Enhancing Connections

1. What is your initial reaction?
 - Solutions to reroute traffic on Sherman.
 - Overall positive. It's a big step in the right direction.
 - Replace Oscar employment living wage jobs at all income levels.
2. What excites you the most?
 - Improve gateway to city
 - Like more signals on Packers and slow it down.
 - Improve/enhance entrance to community for newcomers.
 - It's transforming from a highway to more of a neighborhood oriented traffic pattern.
 - (#96 on board – potential long-range rail transit) I think the bike path going up the rail corridor would be very helpful as long as it doesn't conflict with the busses.
3. What concerns you the most?
 - Sherman is overloaded with traffic already.
 - (#92 on board – potential long-range transit @ Commercial) Not a good idea. Bike path behind the industrial/manufacturing facilities along railroad and MGE right of way.
 - (#48 on board – future bike lanes near Aberg Ave) Round-a-bouts at Aberg would be a disaster, so would an at-grade intersection.
 - (#47 on board – signalized intersection) Traffic flow on Packers going north or east on Aberg is heavy now, but smooth flowing. Don't need more signaled intersections or will have another East Washington bottleneck.
 - Not enough cross connections. More streets need to be added.
 - Additional connections on Packers will create jams on Packers and have a negative effect on the area.
 - Will Sherman Avenue be truly usable for the BRT? Will it become one way?
4. What's missing?
 - Why no mention of using the area as a stop for regional busses (Megabus, Van Galder, etc.)?
 - Why is there no plan for the regional train station (Chicago – Milwaukee – Madison – Minneapolis)?
 - Would the BRT busses turn from Aberg into the Oscar parking lot here (#95 on board – future bike boulevard on Aberg) or here (#94 on board – BRT/signalized intersection on Packers)?
 - More spots for pedestrians to cross. More intersections and signals.
 - Use the existing rail corridors for a light rail system instead of a BRT network.

Exploring Economic Development Opportunities

1. What is your initial reaction?
 - No comment.
2. What excites you the most?
 - No comment.
3. What concerns you the most?
 - Appears that this plan is geared to promote mixed use residential without a clear path to want “living wage jobs.” Are we continuing to promote mixed use as employment opportunity, but the employment trajectory to final closure has been low wage service jobs currently.

4. What's missing?
 - No comment.

Land Use and Circulation Alternatives

1. What is your initial reaction?
 - It seems awkward to try to fit residential into area south of Aberg and west of railroad. It only makes sense if it was multi-unit housing for people needing public transit.
2. What excites you the most?
 - Seeing more mixed use residential.
3. What concerns you the most?
 - How will you market/entice businesses to move/relocate to this area? Seems like right now businesses are leaving the area. Are they aware of this Oscar Mayer plan?
 - Too much housing.
 - Stormwater dumping into wetland area.
 - Please keep the Hartmeyer property for conservancy park – no stormwater.
 - Protect the wetlands and possibly expand them so there can be more useable family play areas – or – put in more green space throughout the residential areas (as the wetland is more of a natural area and not a “park” per se)
 - Corner of Pennsylvania and Packers seems odd for residential.
 - The flow of traffic on Packers will come to a crawl with the additional intersections and increased growth on the corridor. Increasing connectivity should not come at the expense of efficiency of moving people through corridor.
 - Concerns of wetland native park used for stormwater – natural area, more protection.
4. What's missing?
 - More focus on creating an office park on the Oscar Mayer property and efficiencies of the current high capacity road network.
 - Ideally, the areas between Sherman and the wetland (not the dentist office) would ultimately be an expansion of the park; that would have green space expanded all the way over to the multi-function and multi-modal hub.
 - Would like to see pocket gardens, parks, prairie, plazas, and public squares.
 - Alternatives A and B are essentially the same. Current use should be considered in one.
 - Would like to see more residential on the north side of Oscar Mayer site and north of Aberg.
 - Carbon-free energy generation (solar) should be considered here somewhere.

Open Comments:

- It is important to preserve the Hartmeyer area as a conservation park (not a recreation park!).
- We need better bus service on the northside.
- I think the idea of a bike path going down the rail line...

Comments:

1. Much of the planning area falls within the F-35 65 db noise contours
2. Are Demetral Park and EMLL included?
3. Coolidge used to connect but are we considering that Eken Park is now there?
4. What about a 3-way intersection and a ped/bike bridge over Packers?
5. There will be cut through and speeding traffic
6. Will police presence and lighting be added on Coolidge?
7. Need traffic projections – want to see numbers
8. Don't agree that it won't be a cut through
9. Use Mayer instead of Coolidge for the intersection
10. East Side is being used as an experiment – wouldn't try this on Campus Dr.
11. There have been 4 serious crashes on Coolidge recently
12. North St going to EMLL already has a lot of speeders
13. Speeding is a big concern now
14. Neighborhood residents don't mind using Commercial – this is not for them
15. What about a 3- way intersection?
16. According to WDOT, State approval is not necessary for the intersection
17. How much land would need to be acquired for the intersection?
18. How would street construction be staged?
19. Why not just focus on walking connections from Coolidge to OM?
20. More cars on Coolidge is putting kids in danger – esp. around Eken Park
21. Reconnecting street is not “healing a scar” since current residents do not want it
22. Eken Park Neighborhood Association has formally opposed the connection
23. Is the intersection to facilitate a bus/BRT stop?
24. Disagree that a ped bridge will not be used (the old one was)
25. No access onto Coolidge- make it a 3-way intersection – there are other streets
26. Where would the next 1/4-mile intersection be going north that could possibly be signalized
27. City should engage neighborhood on traffic outside of plan process- many intersections already have issues
28. If intersection isn't needed for BRT, why do it?
29. What is plan to expand Coolidge? Will it be widened?
30. If there won't be many cars, why do it?
31. Residents are happy with the access they have now
32. How will traffic on Packers be slowed down if there is a light?
33. Is new street being driven by the new OM owners?
34. What about turning Packers back into a ped-oriented surface street- it's about street design, not just lights
35. What is the benefit? Who will drive down Coolidge?
36. Support for overall vision of building up not out
37. Glad wetland restoration is part of the plan
38. Overall stormwater management should be elevated to the level of “vision”
39. Current plan for wetland is like a parking lot without driveways- need associated uplands