



landscape architecture
planning
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MEETING NOTES

Meeting Subject: Southdale Neighborhood Meeting #3

Location: Girl Scouts of Blackhawk Council

Meeting Date: April 16th, 2007

Issue Date: March 30, 2007

Participants: Southdale Neighborhood Residents

Jay Allen (City of Fitchburg, Alderperson – District 4, Seat 8)

Rick Rose (Town of Madison, Director of Public Works)

Ed Freer (JJR)

Jason Stangland (JJR)

Tony Nastasi (JJR)

Prepared By: JJR

DISCUSSION:

The meeting began with an explanation of the process involved in creation of a neighborhood plan with the intent of offering a better understanding of why neighborhood plans are created and how they fit into the larger context of comprehensive planning. Following this discussion, previous planning studies identifying recommendations for the Southdale Neighborhood undertaken by the Town in 2001 and 2002 were reviewed to examine parallels between previous recommendations and those made in the current plans. Some residents were familiar with the former studies and were aware of their availability through the Town of Madison.

Previous studies and recommendations, along with the discussion of the intent of the planning effort currently being undertaken, offer only a relatively brief perspective on the area's history. Understanding the historic patterns and evaluating the area over a greater timeframe offers another perspective; one of change and evolution. The idea of change and evolution became underlying themes for the evening's discussions as change is happening all around us. Historical aerial photos were presented dating back to 1949 and progressed roughly every ten years to the year 2000. These photos expressed that change has happened and will continue to happen. Most importantly, it highlights the need to understand how we want to change, versus focusing on the question of do we want to change. The public was presented with Dane County Better Urban Infill Development (*BUILD*) Program principles which are seen as highly applicable to this area.

Finally, two plans were presented to the neighborhood. The first illustrated a Long Term Vision Plan which incorporated BUILD principles that could be implemented over the next 40 to 50 years to create a vibrant neighborhood. This plan included recommendations for enhancement and improvement of

public elements and infrastructure while offering guidelines and concepts for consideration by private land owners within the neighborhood should they decide to undertake redevelopment initiatives. The second plan was a Near Term Improvements Plan that showed portions of the Long Term Vision Plan for more immediate implementation. Elements within the Near Term Plan focused on enhancements and improvements to public elements and infrastructure which could be implemented within the next 10 years.

The following summarizes the input received at the third Southdale Neighborhood Meeting. The notes are organized into two sections. The first section (**General Comments & Questions**) covers comments or questions related to the overall neighborhood planning process and items not specifically addressed by the various neighborhood plan alternatives reviewed during the meeting. The second section (**Neighborhood Plan Elements**) organizes neighborhood questions and comments based on the plans presented.

General Comments & Questions:

1. A resident noted that they would like to see more demographic statistics for the Southdale Neighborhood.
2. Air quality was a concern of some residents and they would like to make sure that future development doesn't adversely impact their environment.
3. Some residents were concerned that they were not informed of former studies done in 2001 and 2002. It was noted by Rick Rose that these studies are, and have been, available through the Town of Madison.
4. Due to the unique agreement between the Town of Madison and the City of Fitchburg, some residents feel that they lack appropriate representation.
5. It was noted that not all the residents in the Southdale neighborhood have received notification of these meetings and suggested exploring alternative options for distribution.
6. Resident relocation was a concern for some residents. They would like to keep housing options in place and prevent relocating residents.
7. At one time, MATC had been in discussion with the Alexander Company about creating a training center within the Novation Campus. Residents requested additional information on why this center was never created and where the financial resources that had been allocated for this use had been spent.
8. Previous planning efforts have been seen by some residents as only being beneficial for private development and that a good percentage of the new plans should be geared toward promoting social programs and supporting lower income housing.
9. Attendees asked about the meaning of "Near Term"? It was noted that "Near Term" would be within a ten year time frame.
10. It was noted by Jay Allen that this area is viewed as Urban Infill.

11. A resident stated that this neighborhood seems to be “out of sight out of mind” and was concerned that commercial development could replace or eliminate the existence of the neighborhood.

Neighborhood Plan Elements (Question & Comments):

1. A resident noted that they were not in favor of the “Deer Valley Road connection” presented in the Near Term Improvements plan. This was seconded by one other resident. Some residents were in support of this as it was seen as helping reconnect the neighborhood with its surroundings.
2. Rick Rose stated the connection of Deer Valley Road would be ideal.
3. There was general consensus on the proposed improvements (braided intersection) for the intersection of Ski Lane and Rimrock Road.
4. One Resident was concerned with the noise that a rail line may produce.
5. A community center was viewed as an asset to the neighborhood and should be considered for inclusion within the Near Term Improvements Plan.
6. Some residents expressed that they would not want public funds used to pay for public infrastructure improvements that would serve only commercial or office types of uses anticipated for the Novation Campus.

Miscellaneous

The Southdale Neighborhood Association will be hosting a neighborhood party on May 5th 2007 at Southdale Park.

For any further questions or comments please contact Jason Stangland at 608.251.1177 or jason.stangland@jjr-us.com.