

Southdale Neighborhood Comprehensive Development Plan



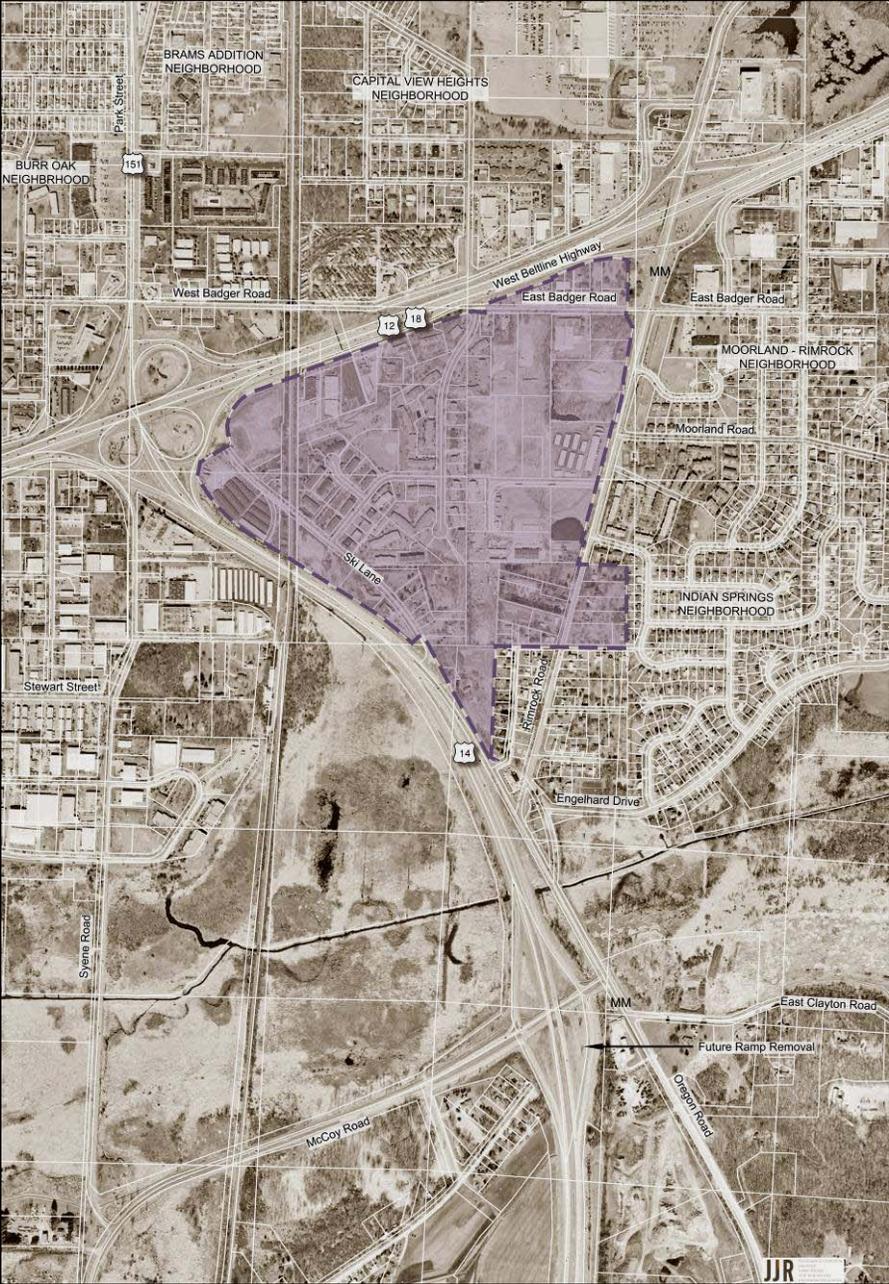
**Neighborhood Meeting #4
September 10, 2007**



Tonight's Meeting Agenda

1. Project Introduction
2. Review of Planning Process & Previous Meetings
3. Review Outline of Plan Document
4. Present, Review and Gain Input on Plan Recommendations (Small Group)

Goal: Create a Vision for the Southdale Neighborhood



COPY

FINAL

CITY OF MADISON, CITY OF FITCHBURG, AND TOWN OF
MADISON COOPERATIVE PLAN

7

In collaboration with City staff, the Town shall create a Comprehensive Development Plan as expeditiously as possible. The Comprehensive Development Plan shall satisfy the requirements set forth in Section 15.07 (Comprehensive Development Plans) of the City's ordinances. The Comprehensive Development Plan shall allow flexibility for changes to adapt to market conditions as specific projects within the District are proposed.

4. The Town shall commit to a closing of the District prior to the attachment of the Town's territory under the Cooperative Agreement.
5. The City shall not attach any of the land within the District prior to the date of the attachment of the Town's territory under the Cooperative Agreement without the Town's written authorization.
6. The Town shall allow City staff to review any and all financial documents related to the District, including developer agreements and developer bonds. City staff shall complete its review and provide any comments to the Town within ten (10) days of receipt.

7. In collaboration with City staff, the Town shall create a Comprehensive Development Plan as expeditiously as possible. The Comprehensive Development Plan shall satisfy the requirements set forth in Section 15.07 (Comprehensive Development Plans) of the City's ordinances. The Comprehensive Development Plan shall allow flexibility for changes to adapt to market conditions as specific projects within the District are proposed.

TOWN OF MADISON

By: _____
James Campbell, Town Chair

ATTEST:

By: _____
Donna L. Meier, Town Clerk

CITY OF FITCHBURG

By: _____
Thomas Clauder, Mayor

ATTEST:

By: _____
Ruth M. Becker, City Clerk

Original Neighborhood Meeting Process

<p>Meeting 1 (January 29)</p>	<p>Introduce Neighborhood Plan Initiative & Review Opportunities</p>
<p>Meeting 2 (February 26)</p>	<p>Review Options & Alternatives for Future Neighborhood Vision</p>
<p>Meeting 3 (April 16)</p>	<p>Present Final Plan Recommendations</p>

Original Neighborhood Meeting Process

Meeting

1

(January 29)

Introduce Neighborhood Plan Initiative & Review Opportunities

Meeting

2

(February 26)

Review Options & Alternatives for Future Neighborhood Vision

Meeting

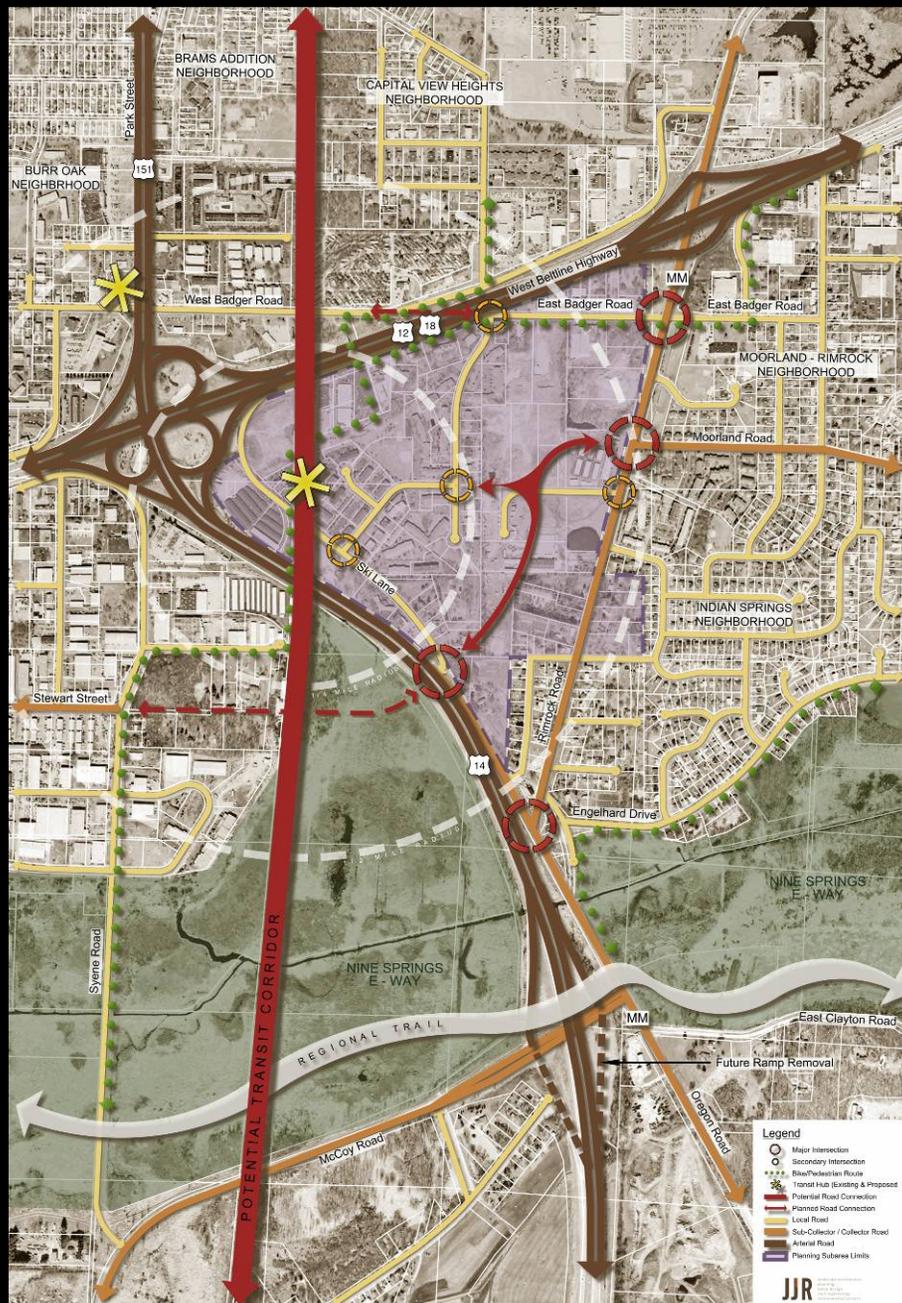
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(April 16)

Present Final Plan Recommendations

Southdale Area Opportunities

- Utilization of Existing Rail Corridor
- Reuse and Revitalization of Brownfields
- Improve Local Street Connections
- Provide for All Modes of Transportation



Changes & Catalysts

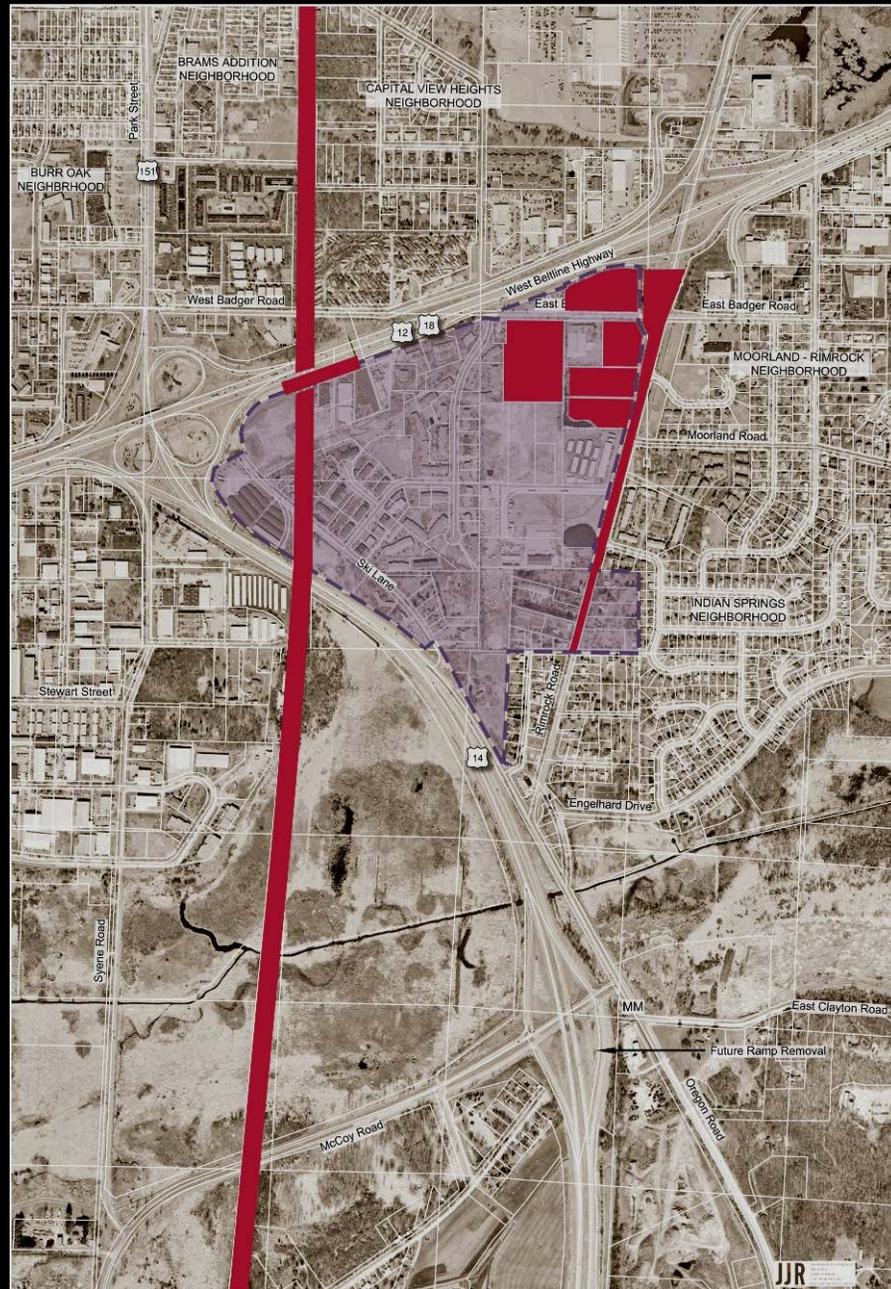
Novation Campus

- Zimbrick BMW
- Commerce Building 2
- Great Wisconsin Credit Union
- Future Campus Expansion

Rimrock Improvements

Transportation Corridor

Badger Road Bridge



Neighborhood Input

Transportation (Bikes, Pedestrians, and Vehicles)

- Semi-trucks use local street
- Concern over heavy construction traffic nearby
- Rimrock / CTH MM intersection unsafe
- Sidewalks are needed
- Path at the back of Southdale Park unsafe
- Biking on-street feels safe

Neighborhood Input

Open Space & Community Gather Space (Facilities)

- Southdale Park is important – update equipment
- Community gardens are extremely valuable
- Open space & habitat preservation are important
- Create a community center
- Find a centralized location for neighborhood gatherings

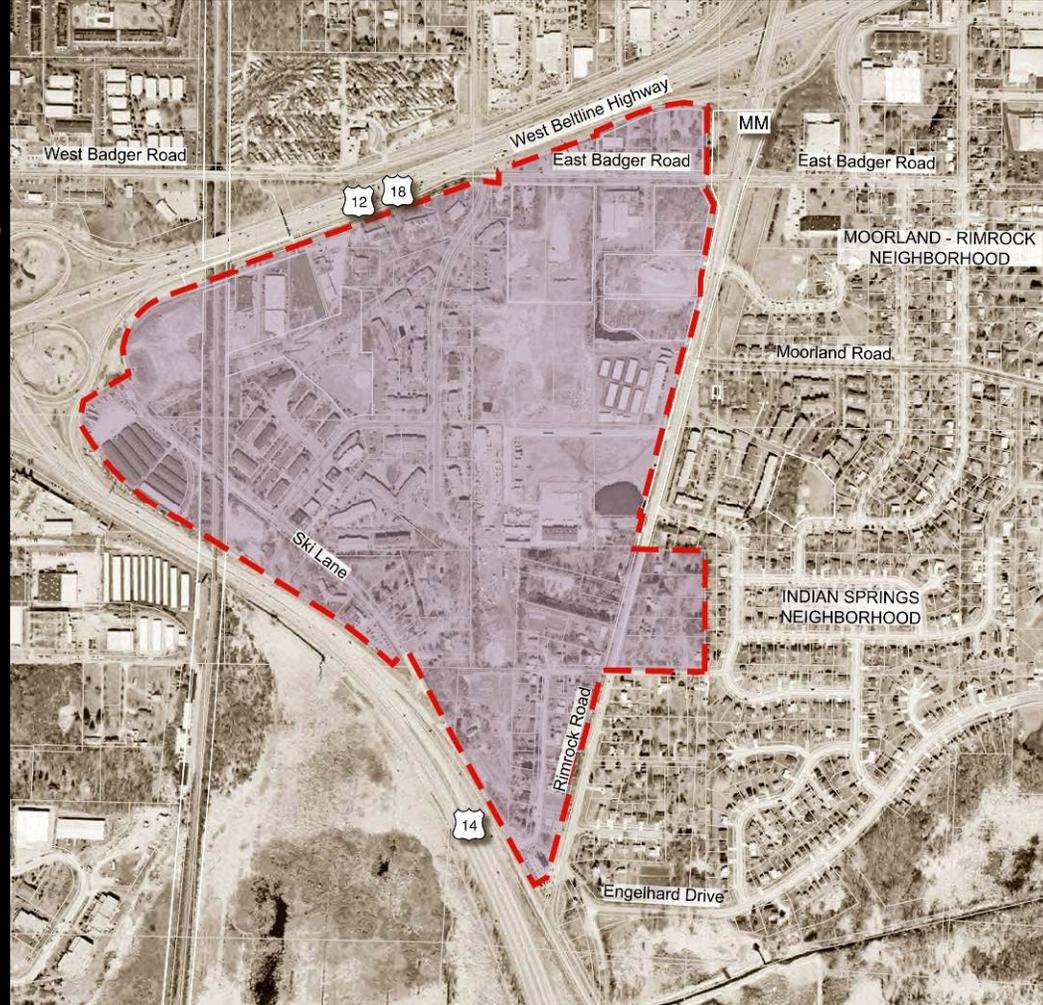
Neighborhood Input

Other Comments

- Residents want neighborhood service - grocery store, coffee shop, etc.
- New bank and conveniences store helpful and used
- Affordability and diversity make it a great place to live
- Some like private feel of neighborhood, some don't

The City of Fitchburg Plan Commission Input

- Expand planning area to Rimrock and CTH MM intersection
- Integrate, don't buffer uses
- Improve connections – reduce isolation
- Develop a grand vision for neighborhood revitalization (i.e. urban infill & redevelopment)
- Remain affordable and look to achieve 50/50 rental to owner split



Stakeholder Interview Input

- City of Fitchburg
- Town of Madison
- Dane County Highway and Transportation Division
- Wisconsin Department of Transportation
- Landlords
- Blackhawk Girl Scout Council
- The Alexander Company
- Ski Court Condo Association
- Business Owners
- Individual Residents

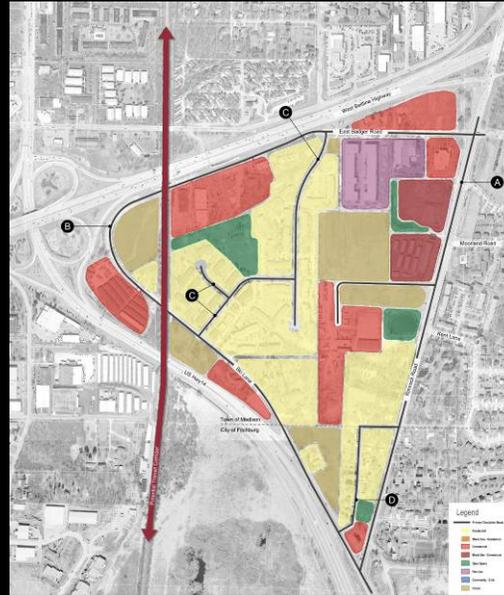
Original Neighborhood Meeting Process



Alternative Scenarios Discussion

- Neighborhood Services
- Streets (new & existing)
- Open Space
- Pedestrian & Bike Amenities
- Housing Types & Options
- Jobs & Employment
- Transportation Alternatives
- Community Center
- Intersection Improvements

Existing Conditions



Scenario A

Scenario B



Scenario C

Neighborhood Preferences & Statements

Transportation (Bikes, Pedestrians, and Vehicles)

- Reconfigure Rimrock / Ski Lane intersection
- Improve and expand alternative modes of transportation
- Expand of existing bicycle accommodations
- Install sidewalk for safety
- Improve Clausen Street / Ski Lane (CTH MM) intersection
- Extend Lake George Road – some like, others don't
- Don't plan streets over existing housing
- Improve existing streets – some see need, others don't

Neighborhood Preferences & Statements

Open Space & Community Gather Space (Facilities)

- Create new community gardens, preserve existing gardens
- Establish a community center (daycare, after school programs, voting, services)
- Preserve existing open space
- Preserve and enhance Southdale Park

Neighborhood Preferences & Statements

Land Use

- Provide access to commercial goods and services - affordable and geared toward serving residents
- Offer affordable homeownership opportunities
- Preserve existing housing, don't displace current residents
- Promote businesses start-up (live/work)
- Create better job opportunities for residents within neighborhood

Original Neighborhood Meeting Process

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Previous Studies



Town of Madison

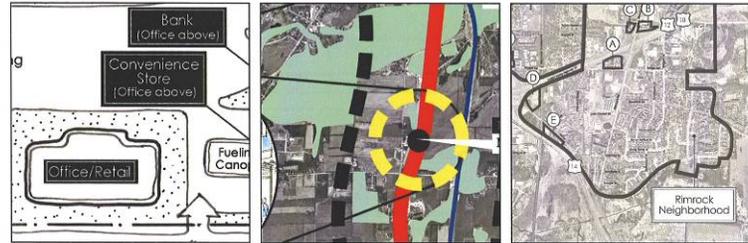
NEIGHBORHOOD REVITALIZATION STRATEGY AREA PLAN

September 2001

Prepared By
Planning and Design Institute Inc.

Town of Madison

Site Redevelopment Strategy and Concept Plan

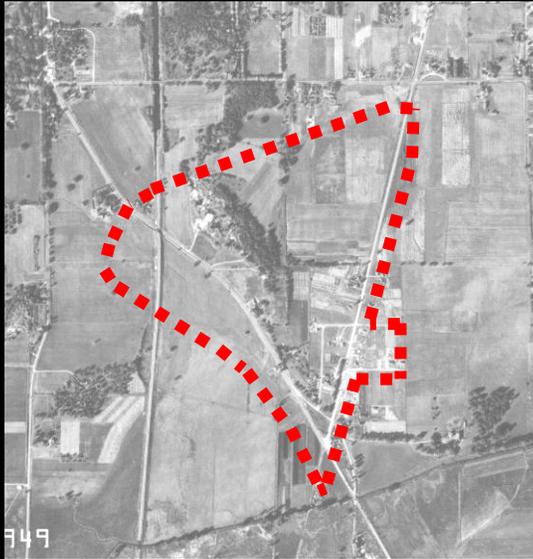


Prepared by:

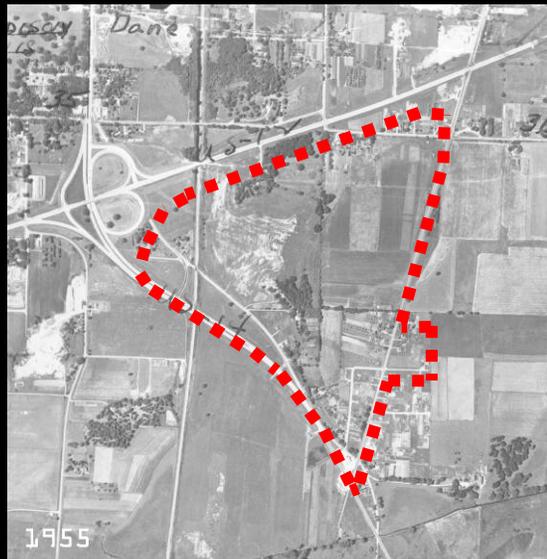
VANDEWALLE & ASSOCIATES
The Taurean Group LLC

July 2002

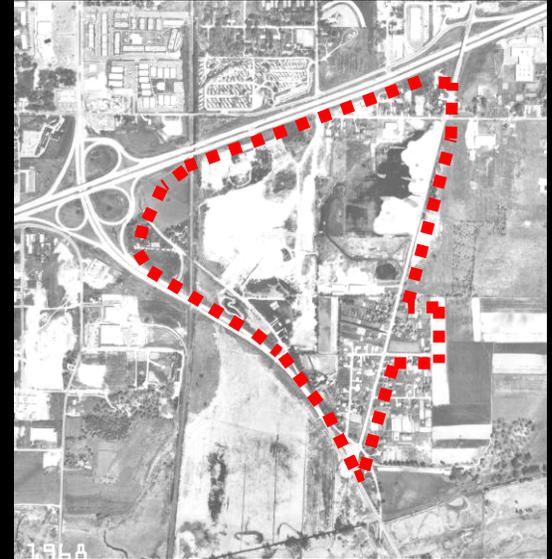
Changes Over Time



1949



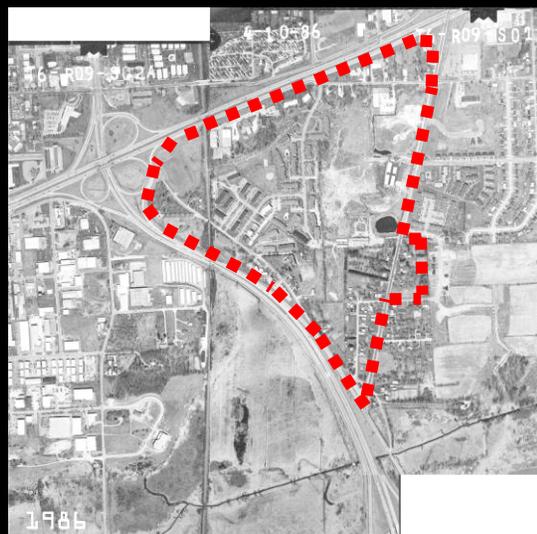
1955



1968



1976



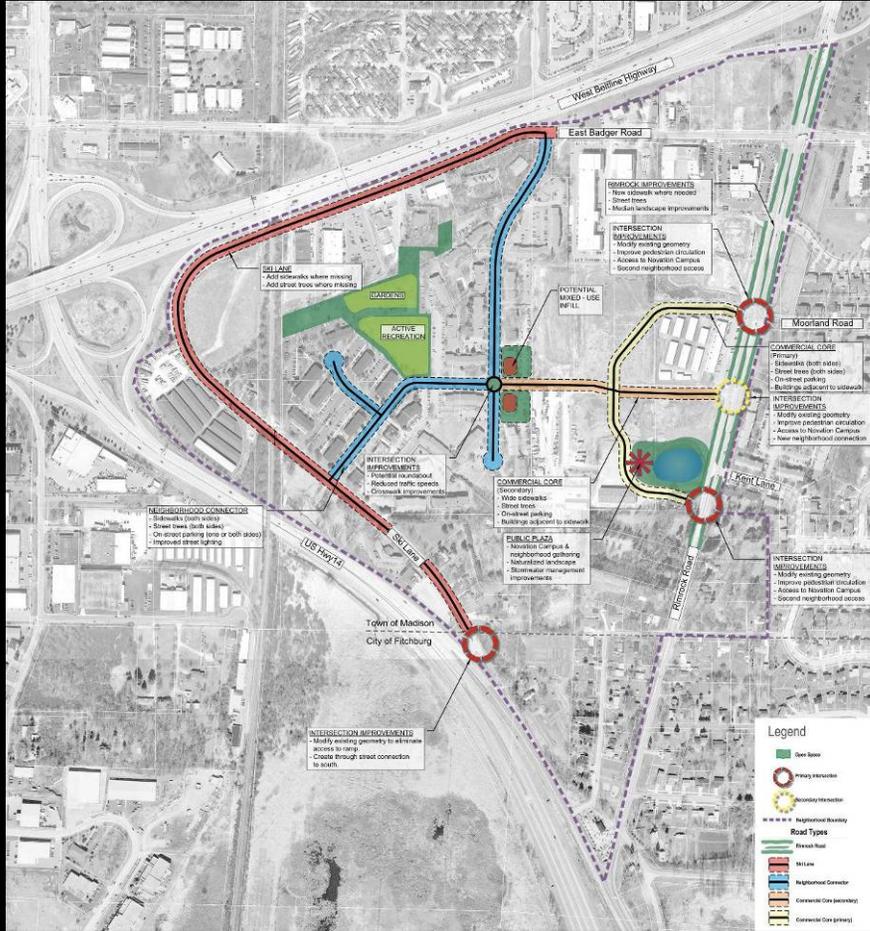
1986



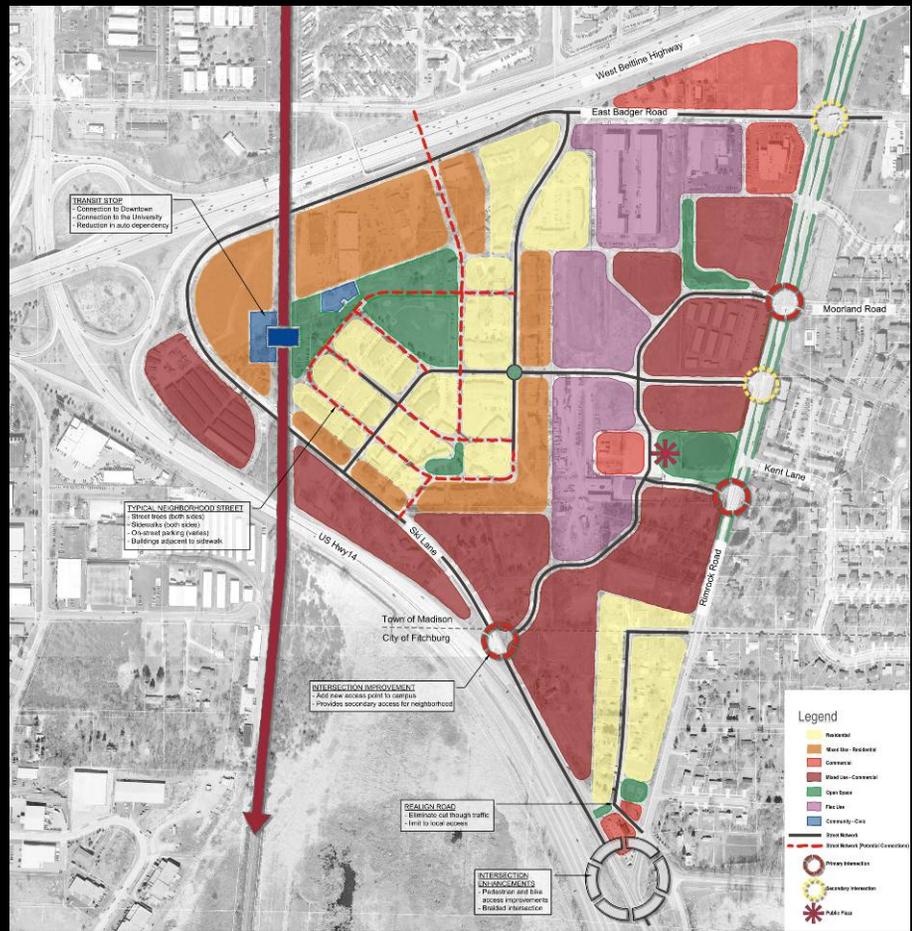
2000

Meeting #3 Plan Recommendations

Near Term Plan



Long Term Plan



Meeting #3 Plan Recommendations

Near Term Plan

- Improvements for current residents
- Focuses on City/Town initiatives
- Accomplished over 0-10 years

Long Term Plan

- Offers Town / City Guidance for future
- Addresses both City / Town and private initiatives
- Offers guidance for decades (30-50 years)

Results from Neighborhood Meeting #3

- Need for further discussion and involvement from City & Town.
- Need for further discussion with residents on the plan's recommendations.

Updated Neighborhood Meeting Process

Meeting

1

(January 29)

Introduce Neighborhood Plan Initiative & Review Opportunities and Issues

Meeting

2

(February 26)

Review Options & Alternatives for Future Neighborhood Vision

Meeting

3

(April 16)

Present Final [Draft] Plan

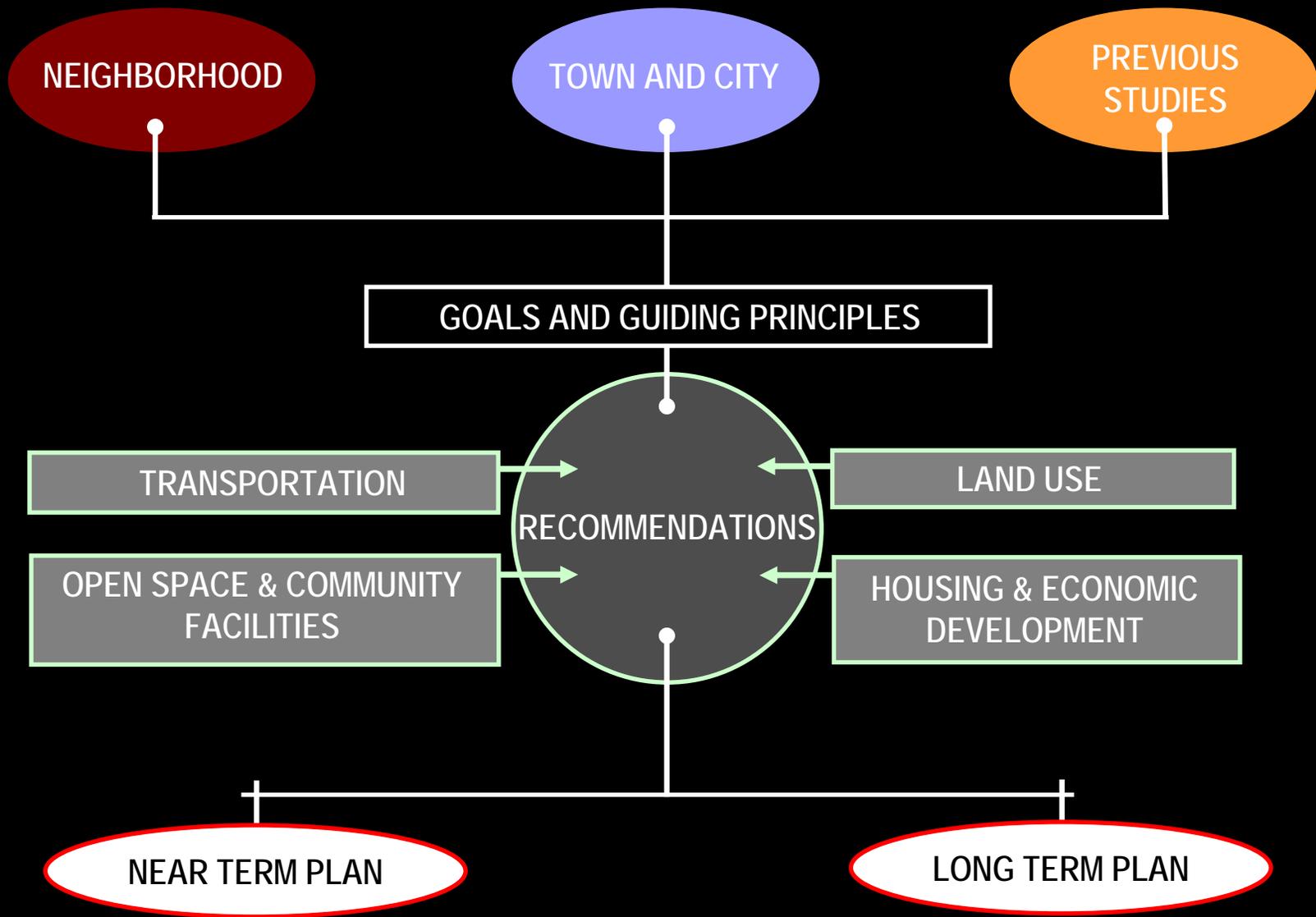
Meeting

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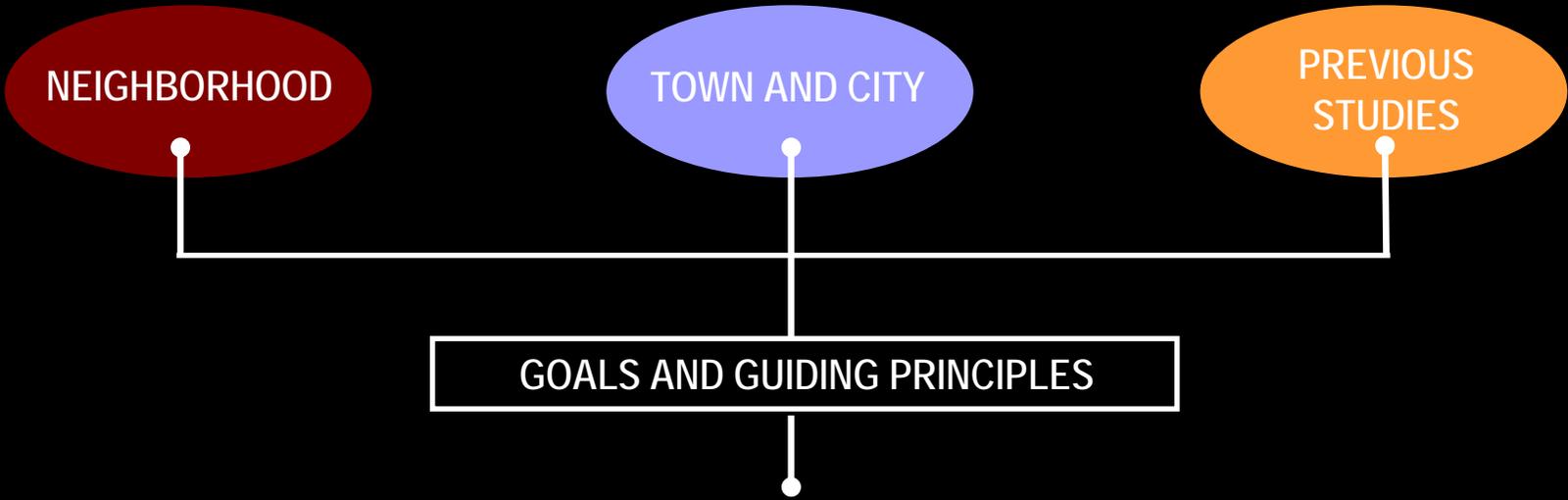
(Sept 10)

Present Revised Plan Recommendations & Gain Specific Feedback

How does our input impact the plan?



Planning Process – Stakeholder Input Example

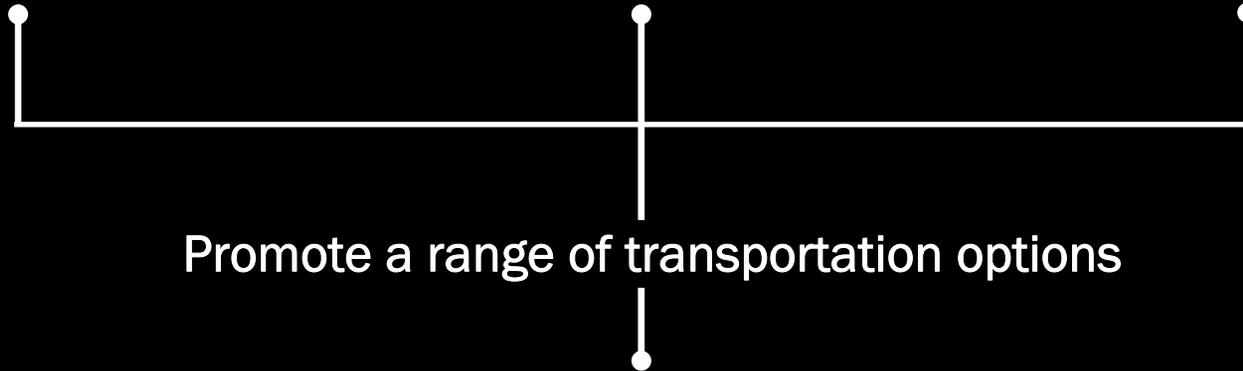


Planning Process – Stakeholder Input Example

Incorporate a transit stop to provide an alternative to the automobile and improve access to neighborhood

The current rail line could be used for freight, but the Mayor would prefer it to be used for commuter rail

Provide alternative transportation modes wherever possible



Goals & Guiding Principles

Land Use

- Incorporate sustainable practices
- Incorporate a diverse mix of activities (residences, shops, schools, workplaces, and parks).
- Integrate rather than buffer uses.
- Provide opportunities and flexibility for a wide range of uses to respond to the marketplace

Housing & Economic Development

- Offer a wide spectrum of housing options.
- Enhance opportunities for employment within the neighborhood.
- Stimulate reinvestment and economic development.

Goals & Guiding Principles

Transportation

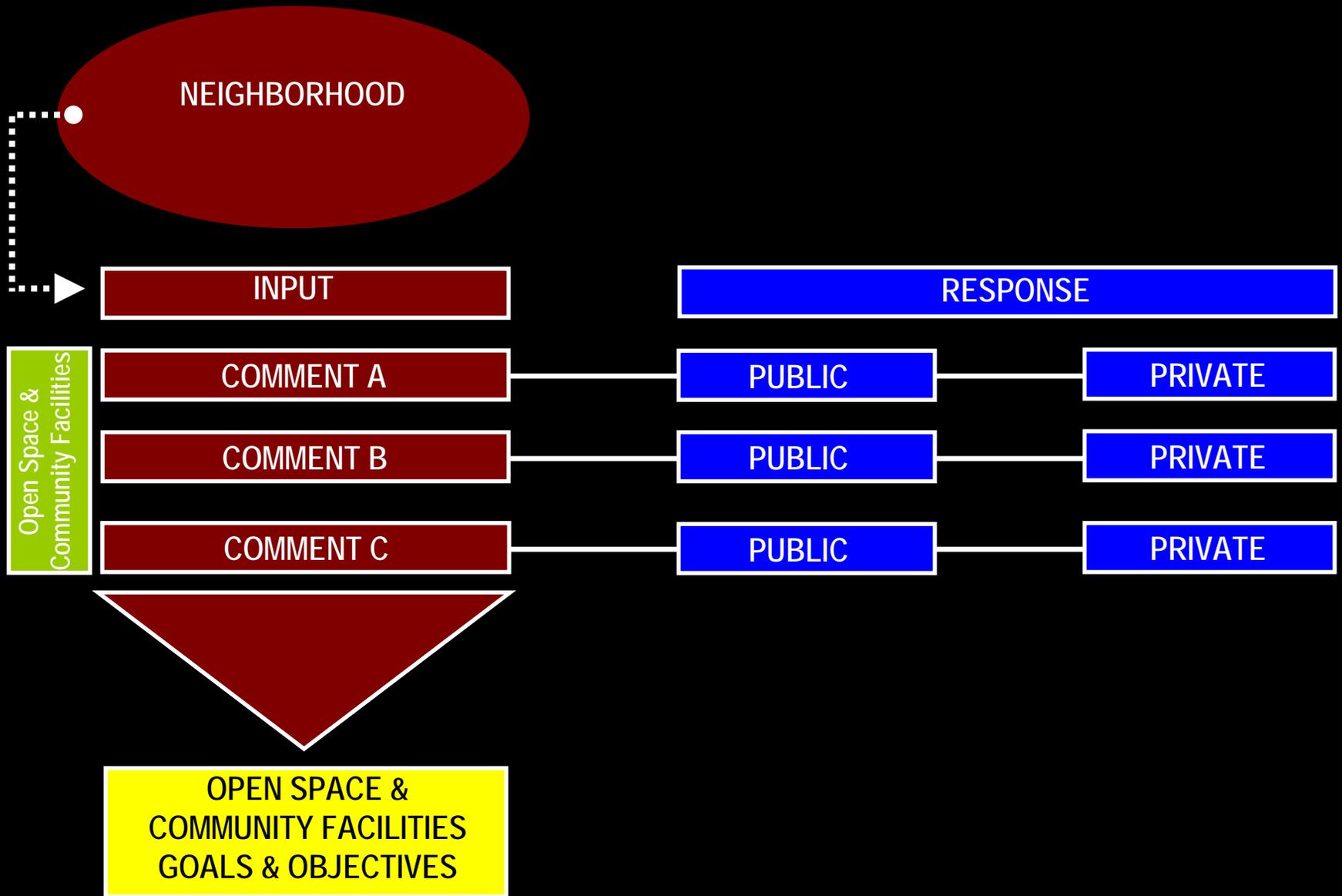
- Improve access to goods and services.
- Improve pedestrian safety through construction of sidewalks.
- Create new intersections to improve access and service to underutilized parcel and promote economic development.
- Create a compact neighborhood that encourages pedestrian activities without automobiles.
- Promote a range of transportation options.
- Incorporate a network of streets of various sizes and functions and look for alternative within and outside the neighborhood.
- Utilize the existing railroad infrastructure for transit.
- Reduce block lengths and increase public access to remote areas of the neighborhood

Goals & Guiding Principles

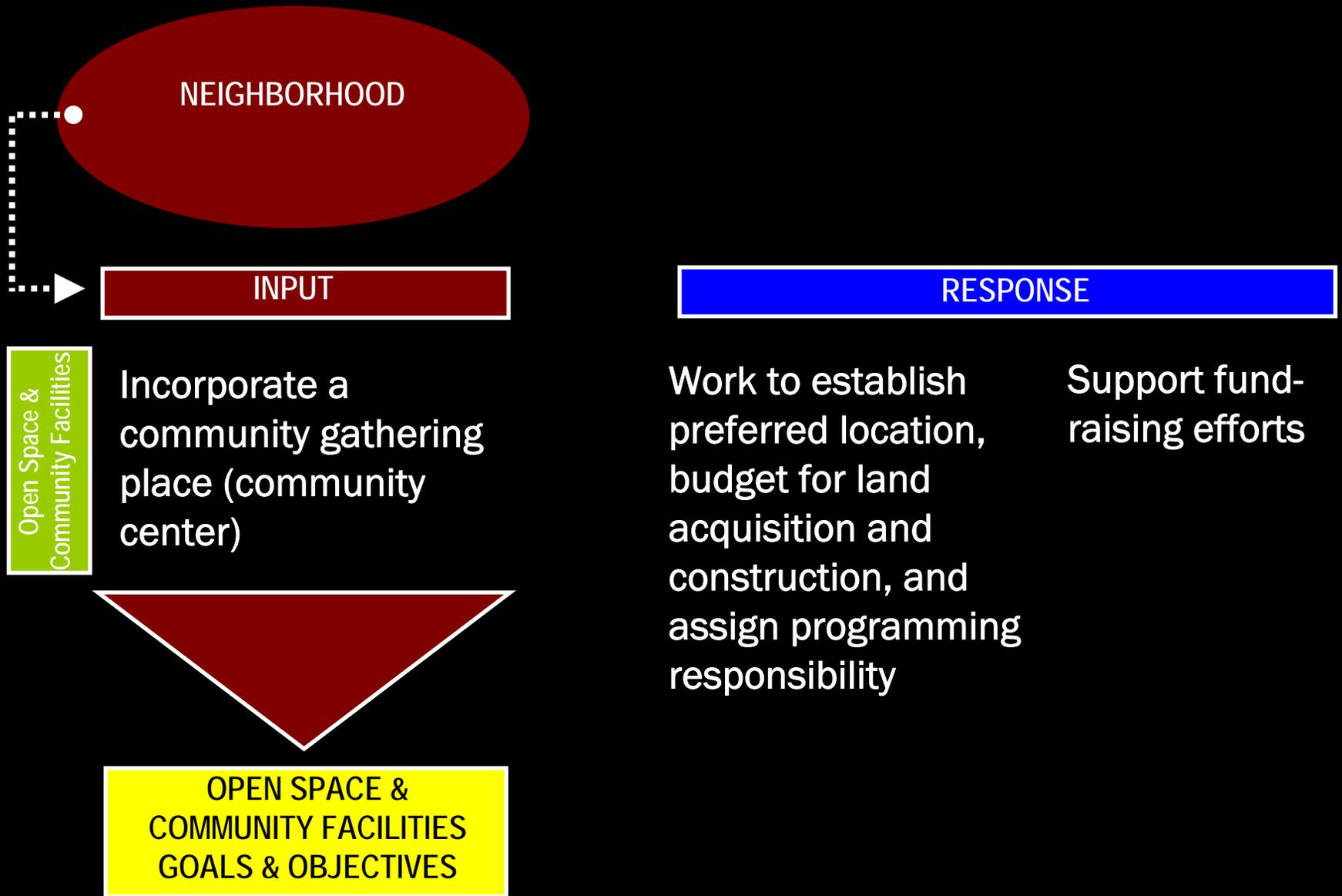
Open Space & Community Facilities

- Preserve and create open spaces, greens and parks that are accessible and convenient to all.
- Create opportunities for community gardens in a centralized location available to all residents.
- Create a central location for community activities and services through the identification and development of a potential Community Center.

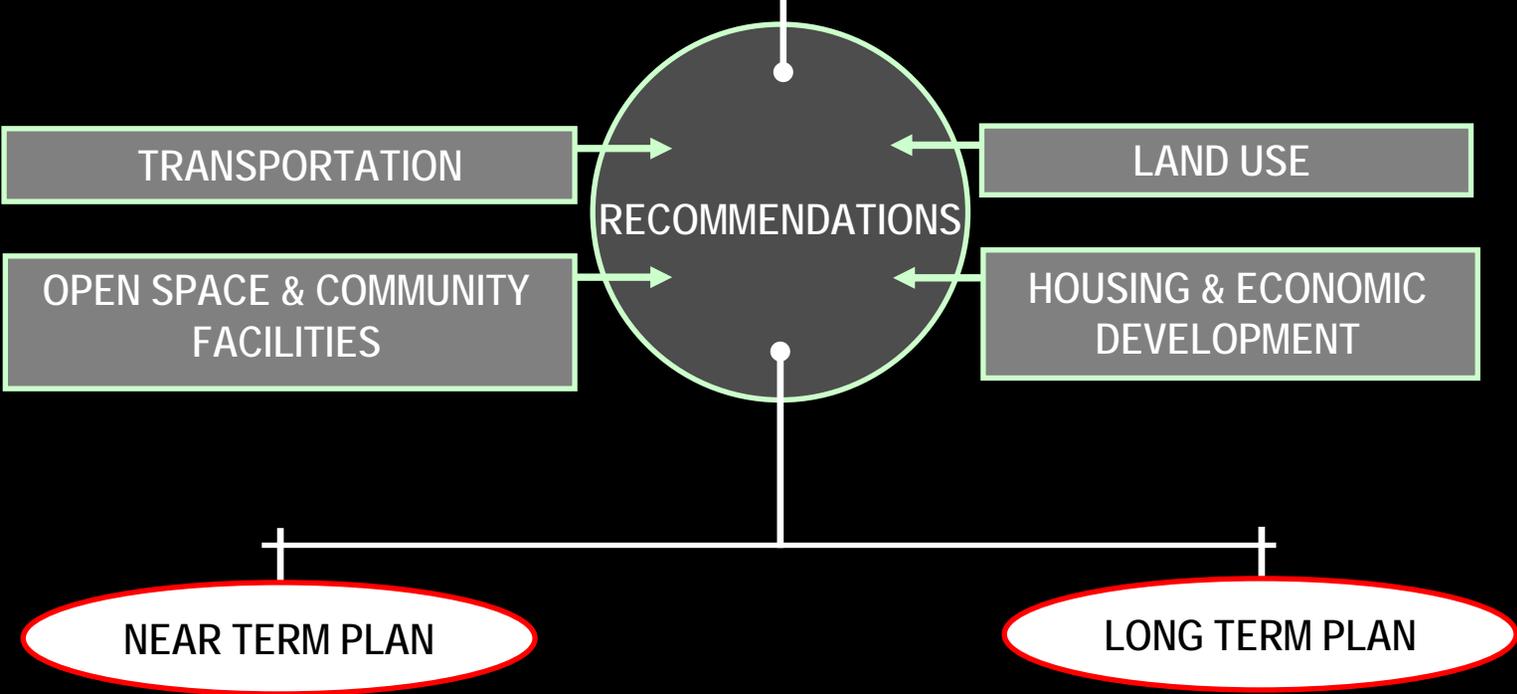
Neighborhood Input – Plan Summary Matrix Example



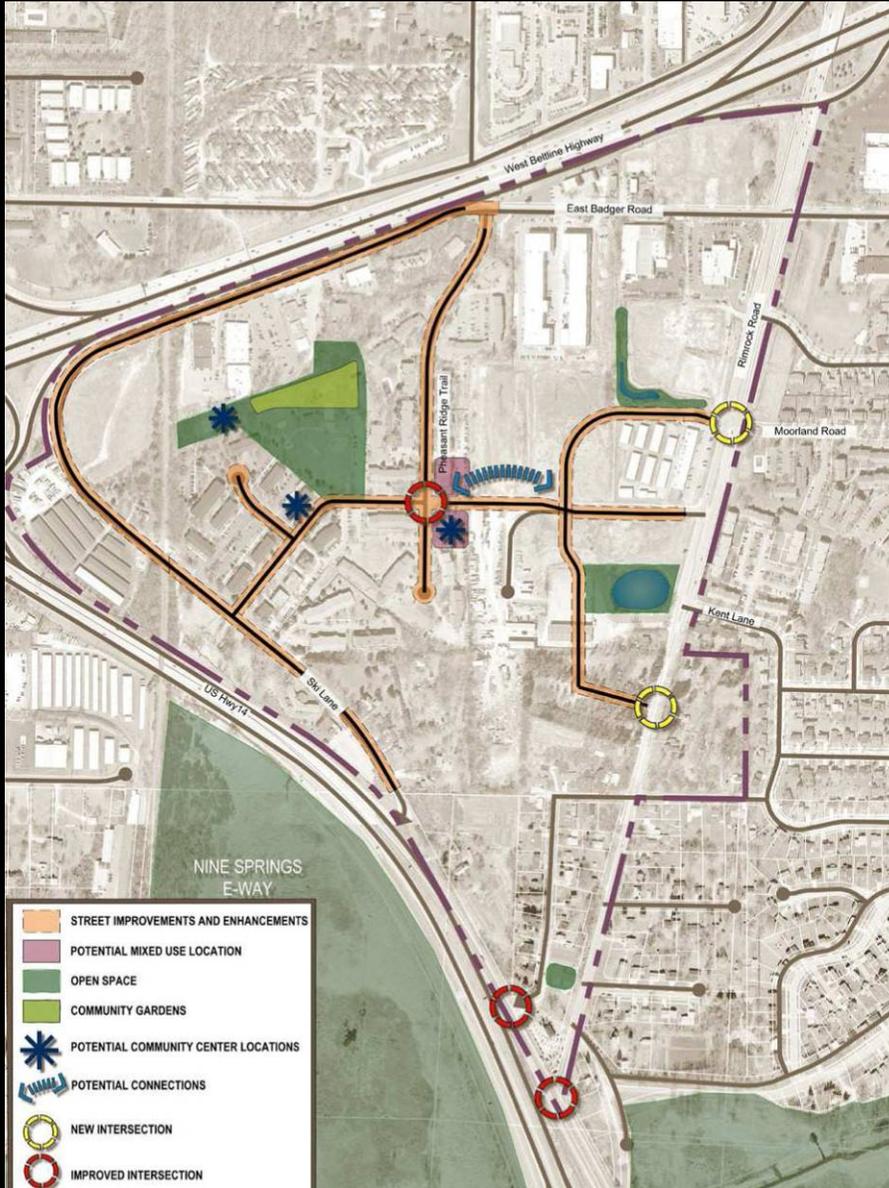
Neighborhood Input – Plan Summary Matrix Example



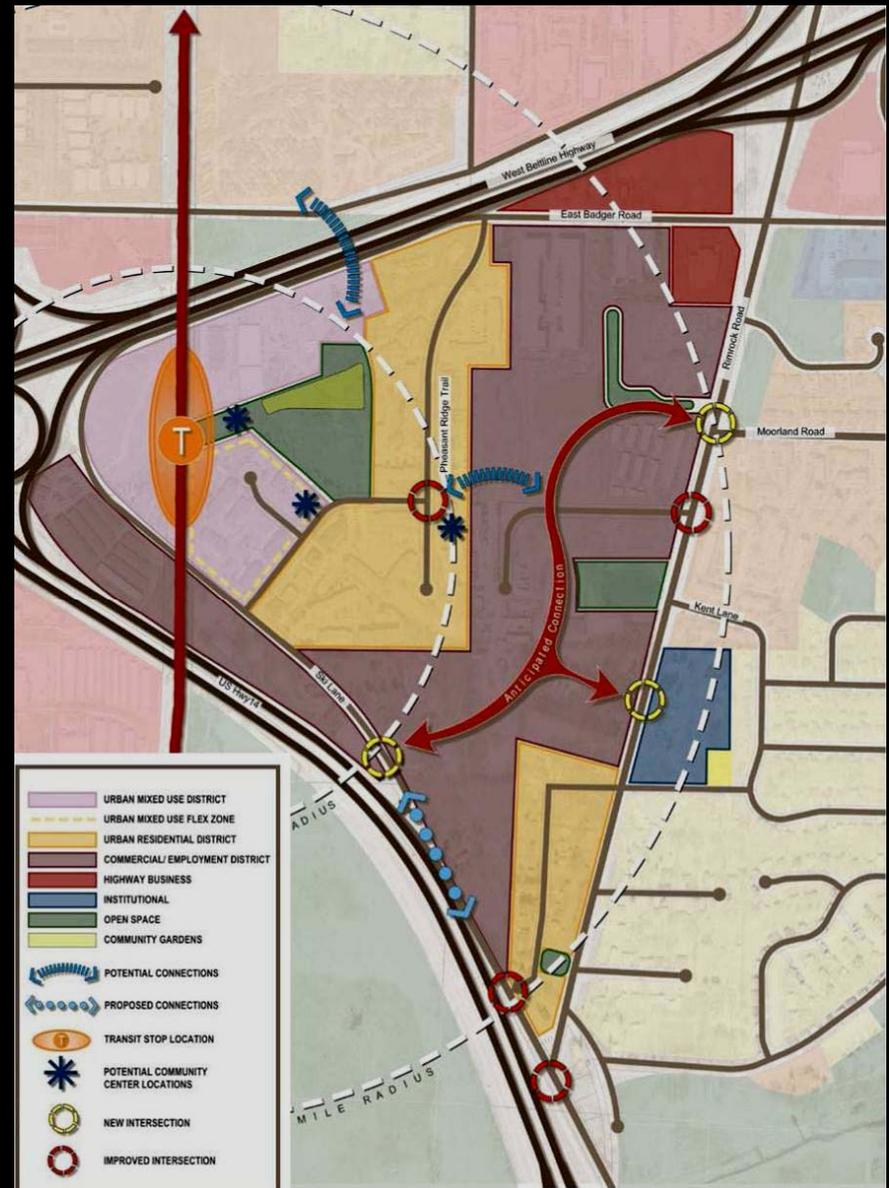
Planning Process – Recommendations



Near Term Plan



Long Term Plan



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Recommendations Review

- 1) 3 Groups – Transportation, Land Use and Affordable Housing, Open Space & Community Facilities (Three 20-25 minutes sessions)
 - a) Presentation of recommendations
 - b) Provide specific comments
 - What do you like, what don't you like?
 - What's missing?
 - What's unclear?
 - c) Comments written down and provided to City and Town
 - d) Fill out survey if you need more time or would prefer to comment that way

- 2) Ground Rules
 - a) Please respect other's opinions, all are important
 - b) Try to offer specific comments and statements

Southdale Neighborhood Comprehensive Development Plan

Recommendations Review Sessions

Neighborhood Meeting #4
September 10, 2007