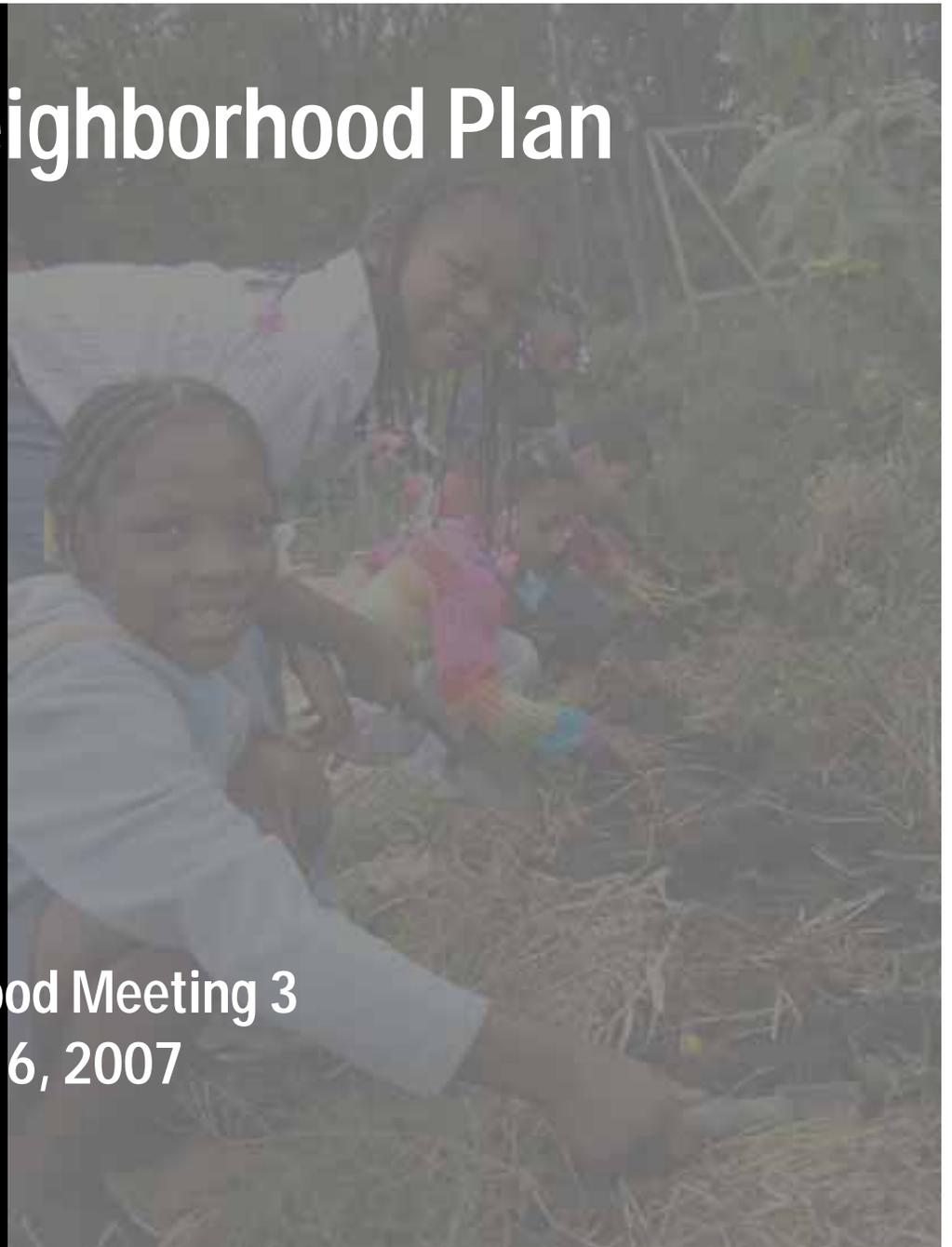


Southdale Neighborhood Plan



Neighborhood Meeting 3
April 16, 2007

Goal: Create a Vision for the Southdale Neighborhood



Meeting

1

(January 29)

Introduce Neighborhood Plan Initiative & Review Opportunities

Meeting

2

(February 26)

Review Options & Alternatives for Future Neighborhood Vision

Meeting

3

(April 16)

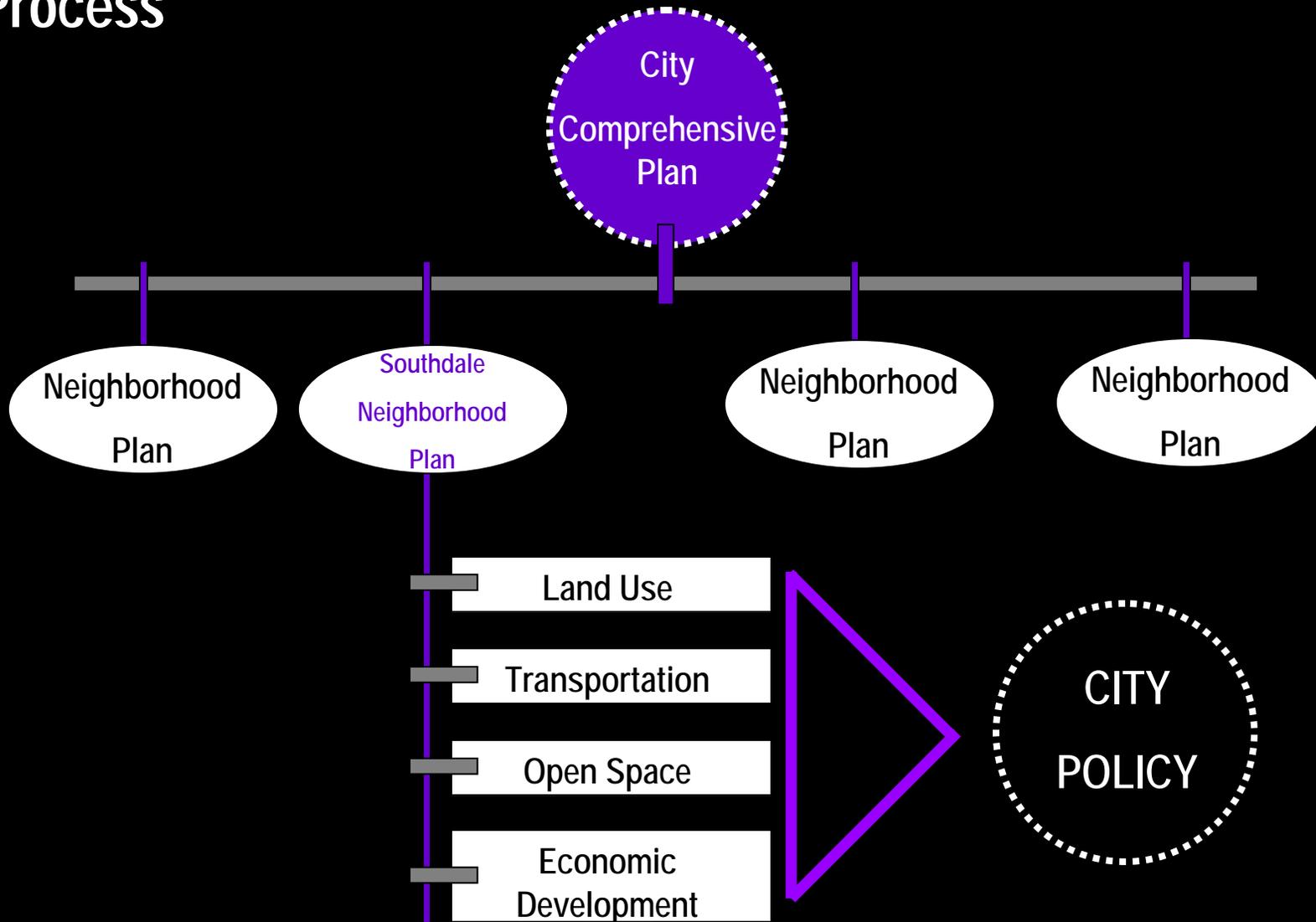
Present Draft Neighborhood Plan

Future

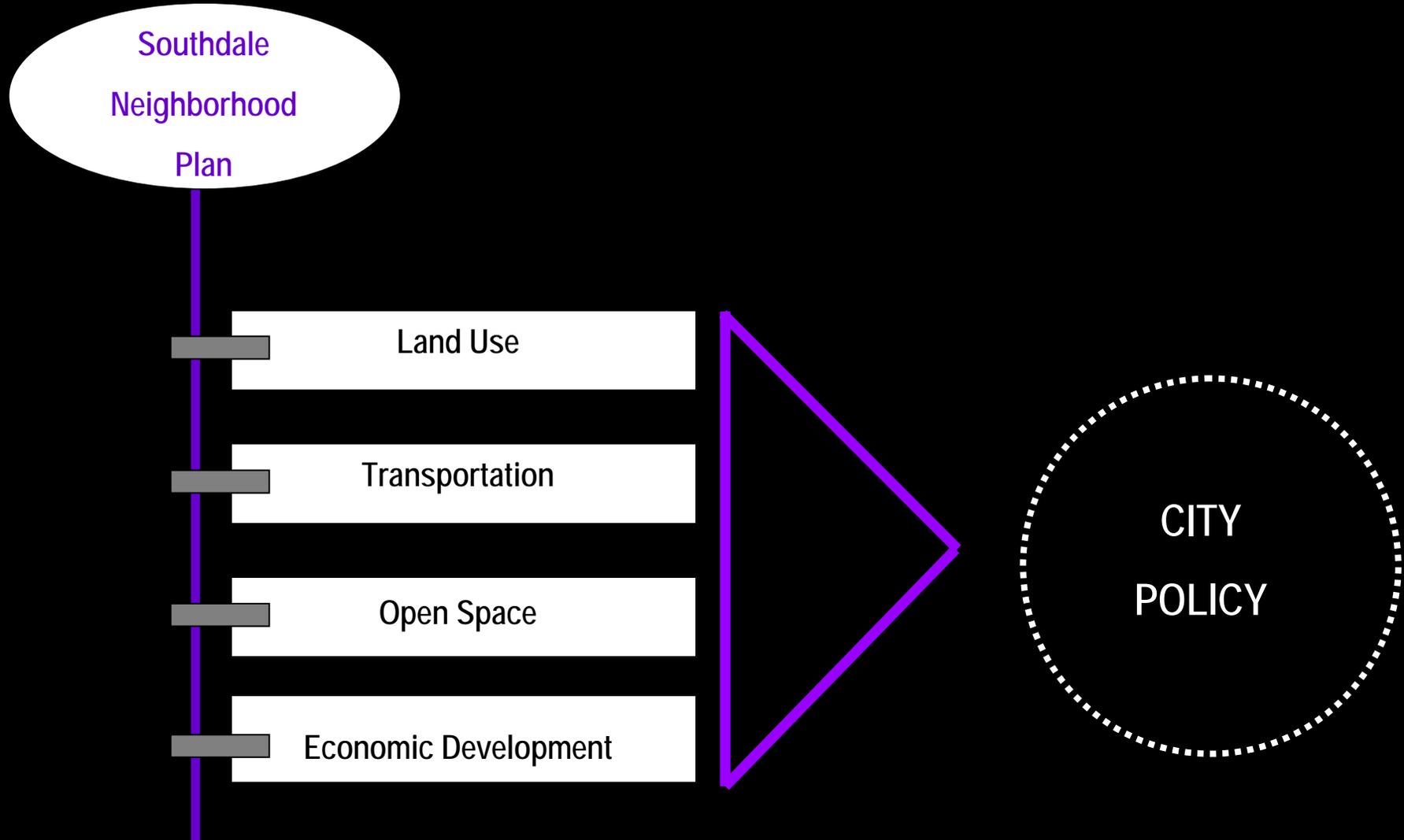
Meetings

Plan Commission and Common Council

Process



Process



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 on or before the date of 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 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

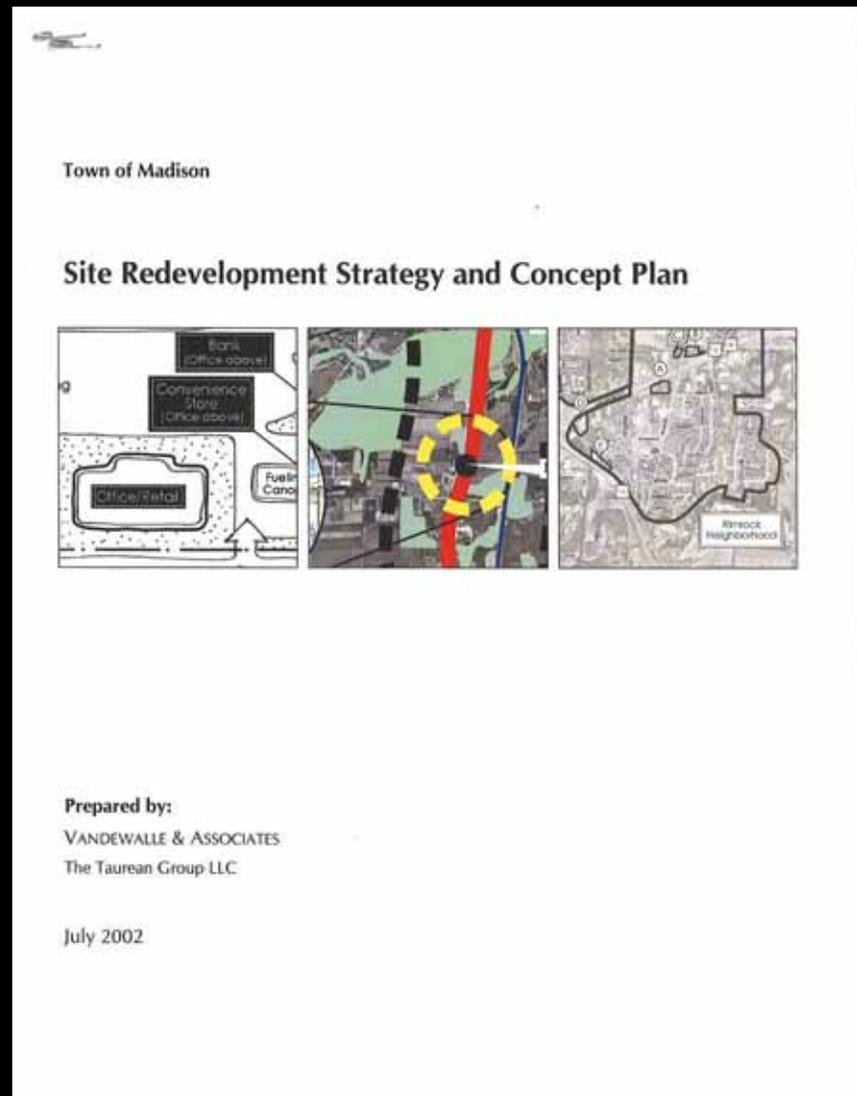
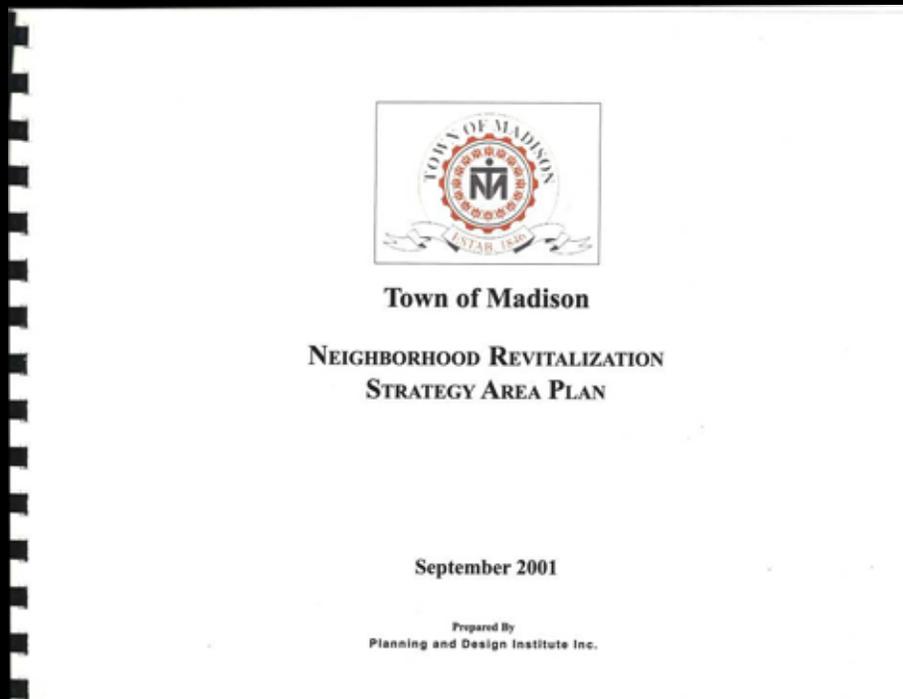
CITY OF FITCHBURG

By: _____
Thomas Clauder, Mayor

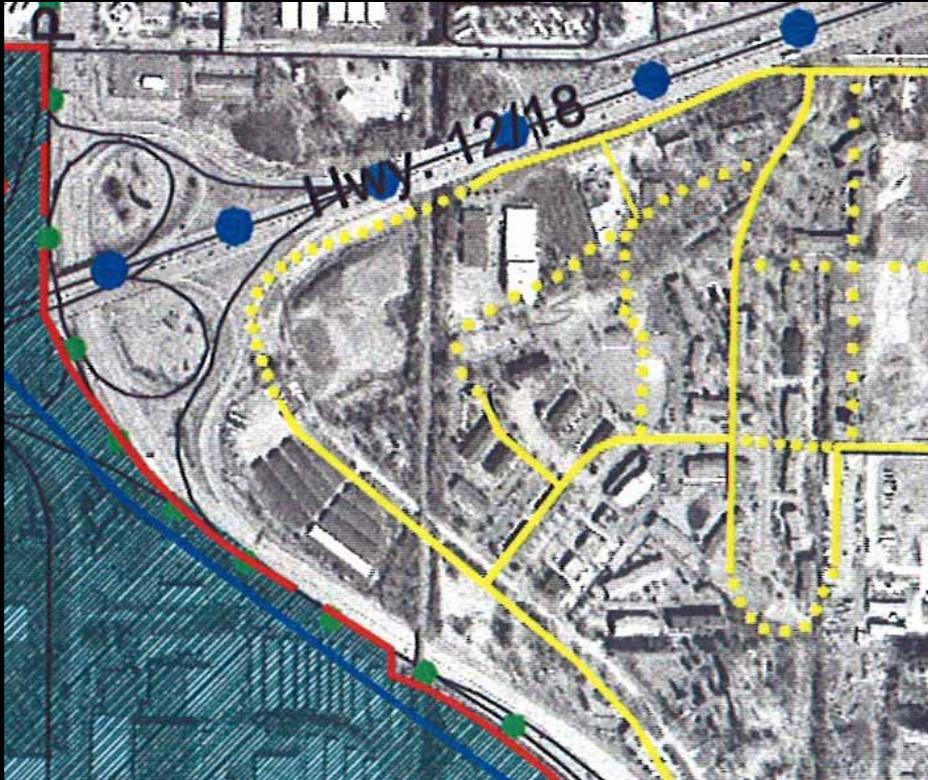
ATTEST:

By: _____
Ruth M. Becker, City Clerk

Smart Growth & Previous Studies

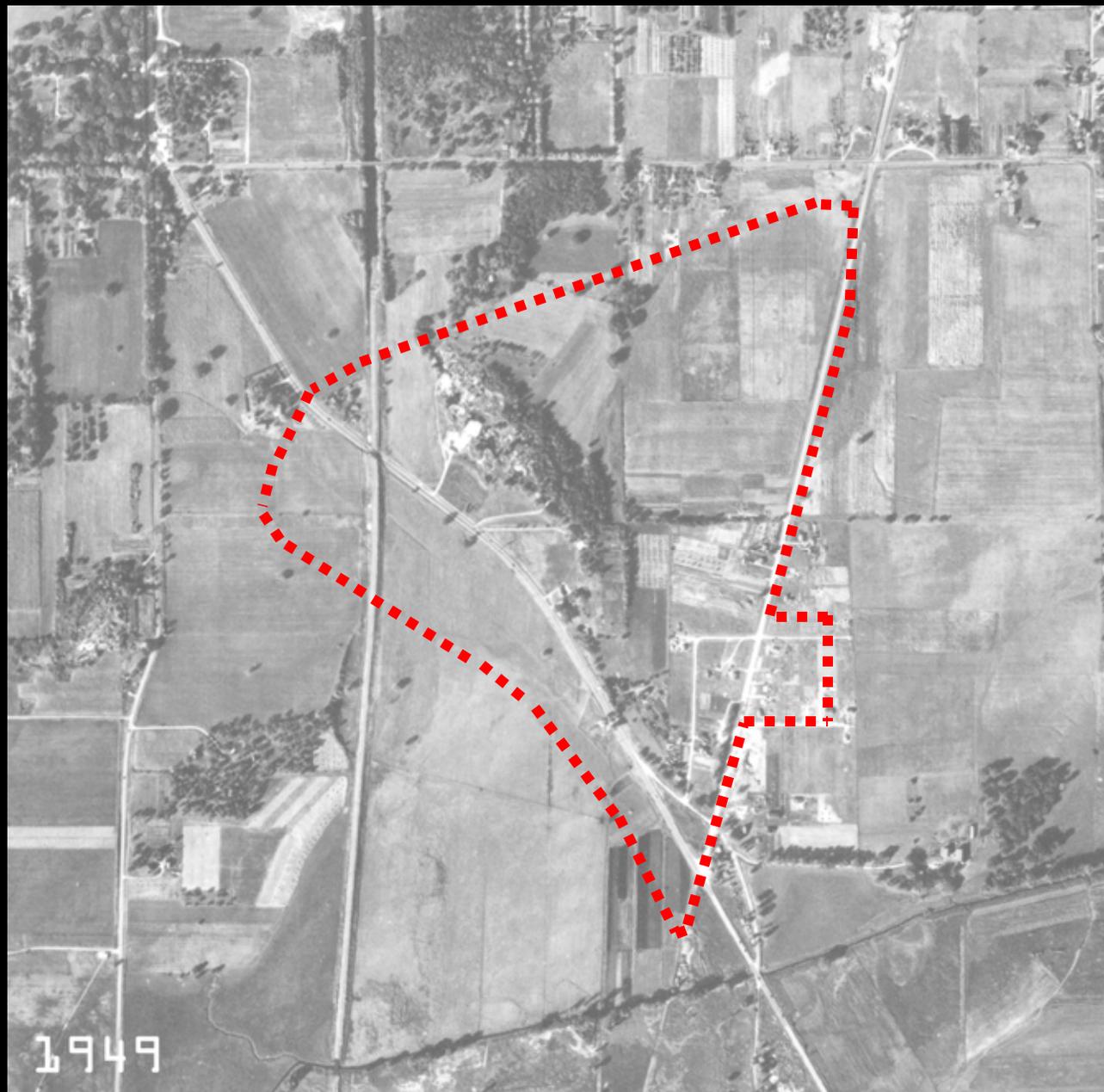


Smart Growth & Previous Studies

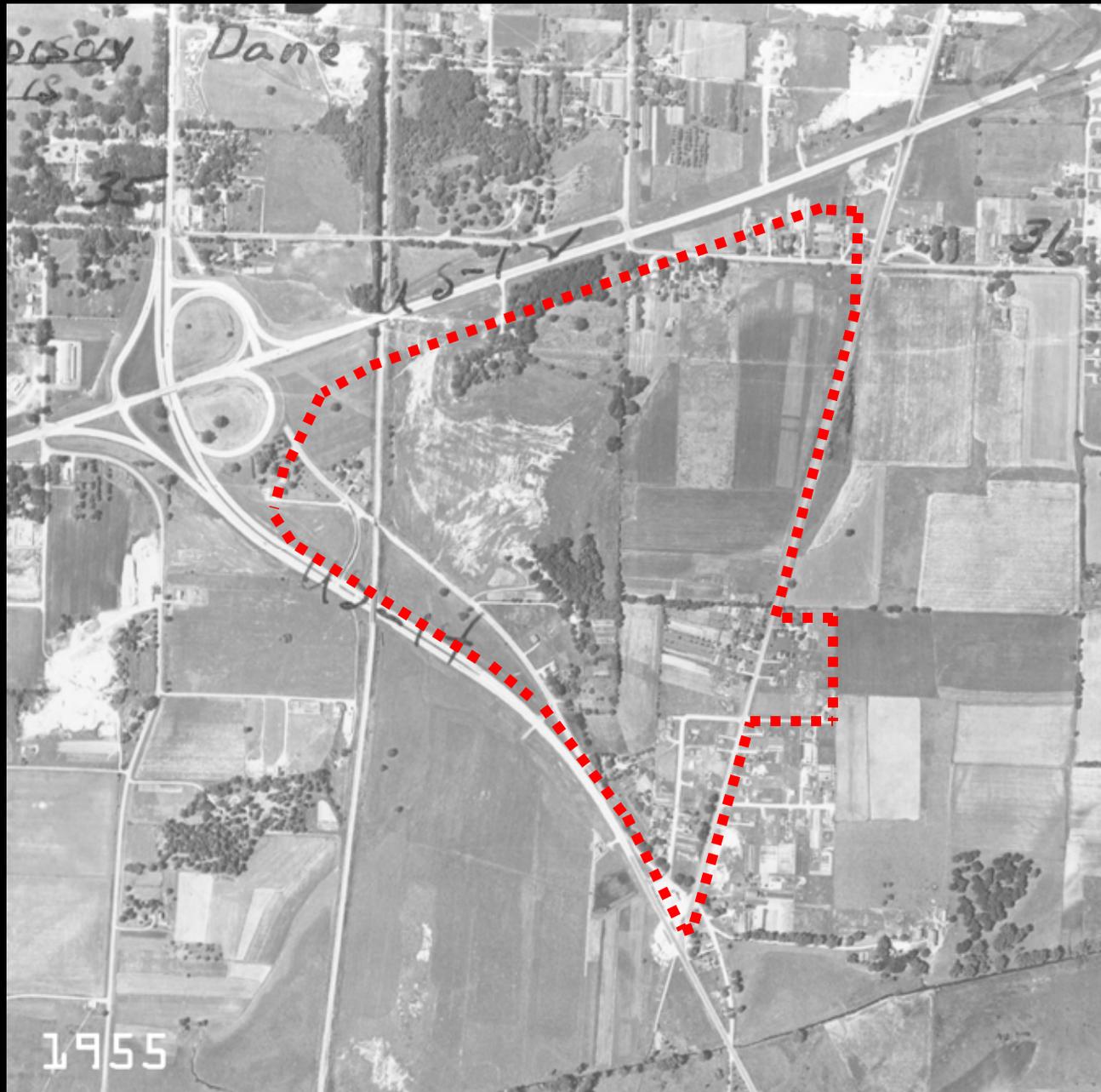


2001 – Revitalization Plan

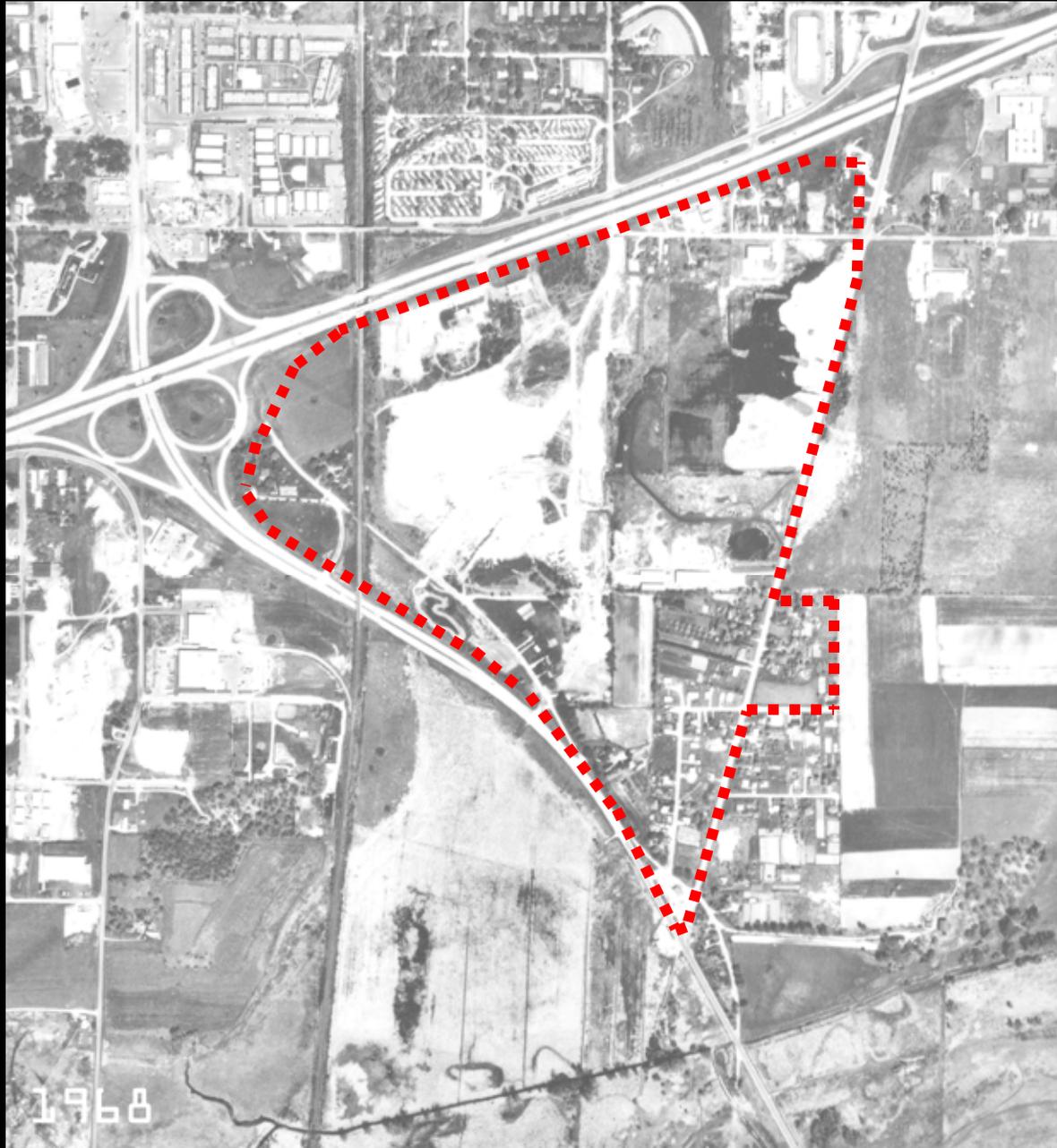
Changes 1949



1955



1968



1976



1986



2000



2010



“Great Neighborhood” Principles – Dane County BUILD Program

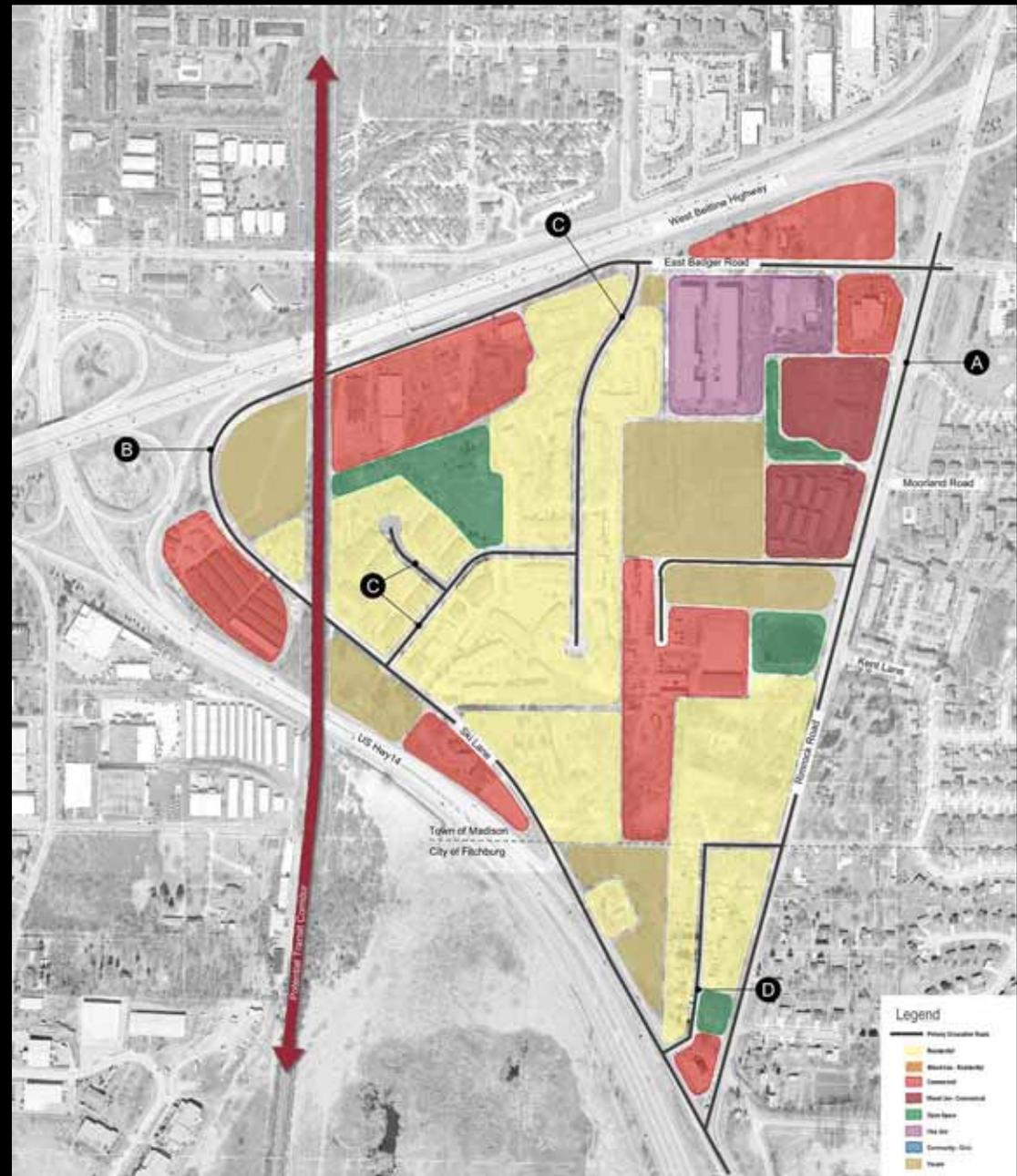
1. Compactness. Neighborhoods should be compact enough to encourage pedestrian activity without excluding automobiles.
2. A diverse mix of activities (residences, shops, schools, workplaces and parks)
3. A wide spectrum of housing options
4. A range of transportation option. Streets are designed to promote safe and efficient use by walkers, bikers, divers and transit riders.

“Great Neighborhood” Principles – Dane County BUILD Program

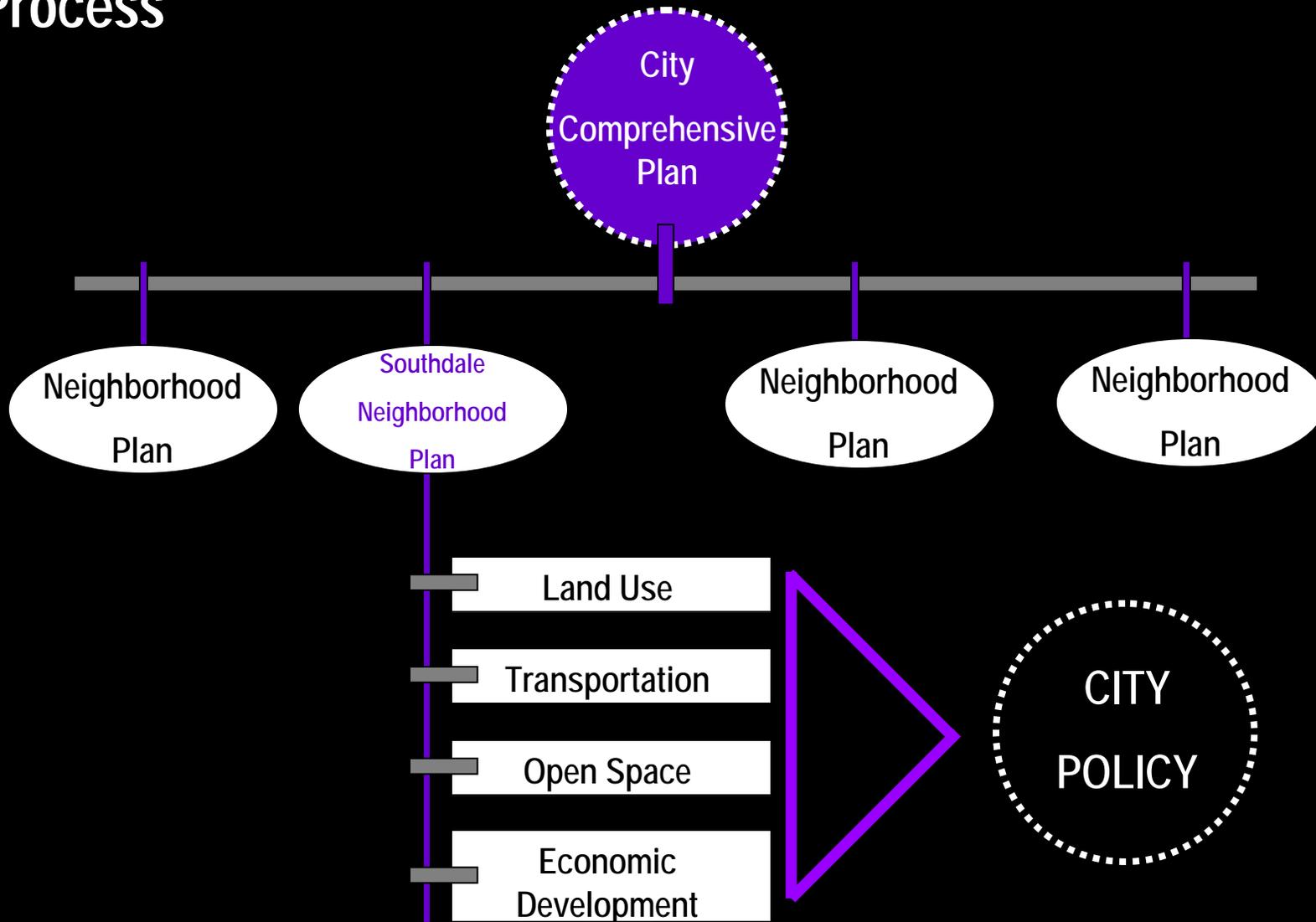
5. Pedestrian – Friendly. Features such narrower streets, shorter block lengths and walkable destinations.
6. Open spaces, greens, parks, accessible and convenient to all.
7. A network of streets of various sizes and functions. Streets and roads form a network, dispersing traffic and offering a variety of pedestrian and vehicular routes.
8. A district neighborhood or community center. A center that includes public spaces such as a square, green or important street intersection.

Southdale Neighborhood

Current – Spring 2007



Process



Neighborhood consensus on: **Transportation**

- Modify Rimrock Road & CTH MM/Ski Lane intersection to improve safety.
- Incorporate a transit stop to promote transit, provide alternative to the automobile and improve access to neighborhood.
- Expand and enhance existing bike facilities.
- Add sidewalks to promote neighborhood walkability and pedestrian safety.
- Eliminate “cut through” traffic on Clausen Street.
- Investigate a local street connection to the Capital View Heights neighborhood (north of Beltline) to increase access to Metro South Transfer Point.
- Formalize the desired link from Deer Valley Road to Lake George Road.

Neighborhood consensus on: **Transportation**



Exceptional



Unacceptable



Neighborhood consensus on: **Open Space**

- Existing open space should be preserved and maintained.
- Integrate community gardens as a valuable and important element within the public open space system.
- Southdale Park is important to preserve and enhance.
- Incorporate a community gathering place (community center is seen as an asset to the neighborhood).

Neighborhood consensus on: **Open Space**



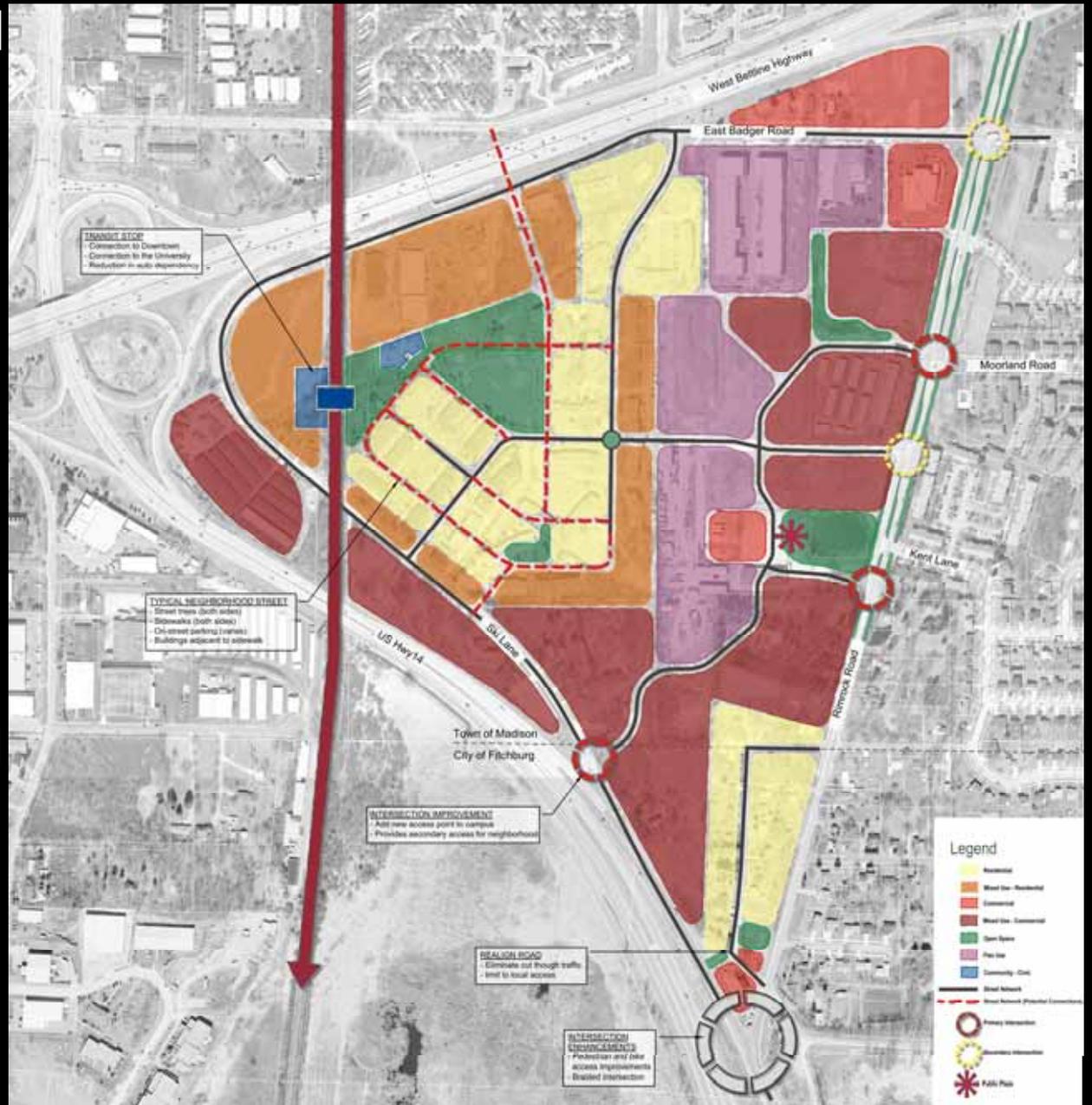
Neighborhood consensus on: **Land Use**

- Improve access and availability of daily needs & neighborhood services.
- Incorporate green or sustainable practices into the current and future neighborhood fabric.
- Preserve existing housing opportunities.
- Provide increased opportunities for homeownership.
- Incorporate mixed-use buildings (residences over commercial) to provide opportunities for business start-ups.
- Improve the integration of variety of land uses and project types.
- Create and integrate job opportunities within the neighborhood.

Southdale Neighborhood

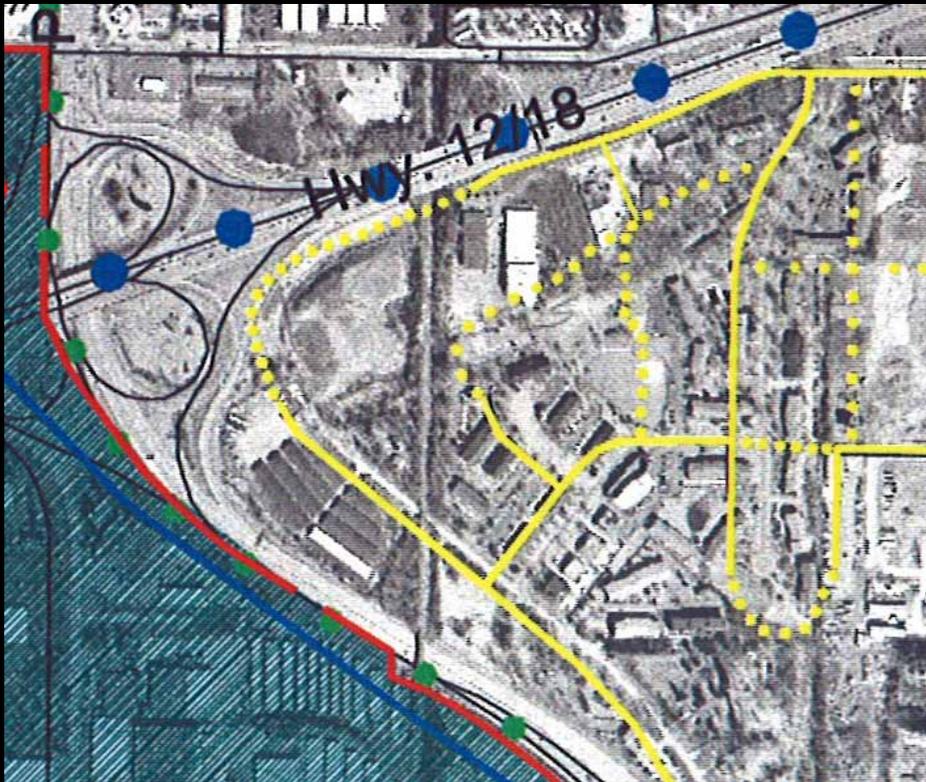
Long Term Plan

- Guides Future Development
- Preserves Public Interest
- Attracts Investment
- Balances Public and Private Interests
- Sustainable Neighborhood



Southdale Neighborhood

Connections



2001 – Revitalization Plan



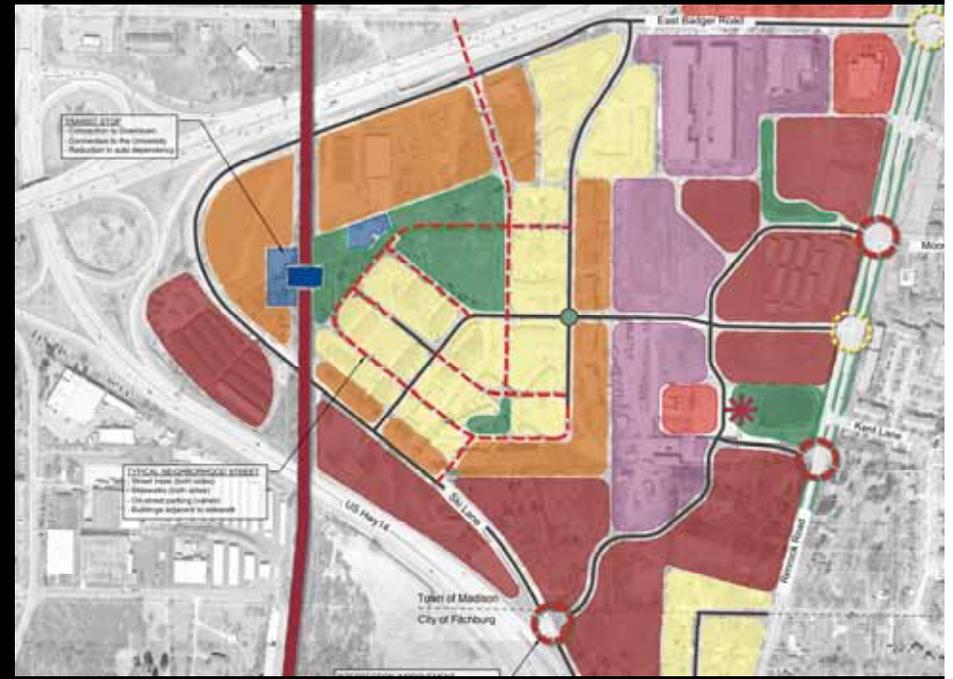
2007 – Neighborhood Plan

Southdale Neighborhood

Enhancements



2001 – Revitalization Plan



2007 – Neighborhood Plan

Southdale Neighborhood - Potential Uses



Characteristics:



Characteristics:



Characteristics:



Characteristics:



Characteristics:



Characteristics:



Characteristics:



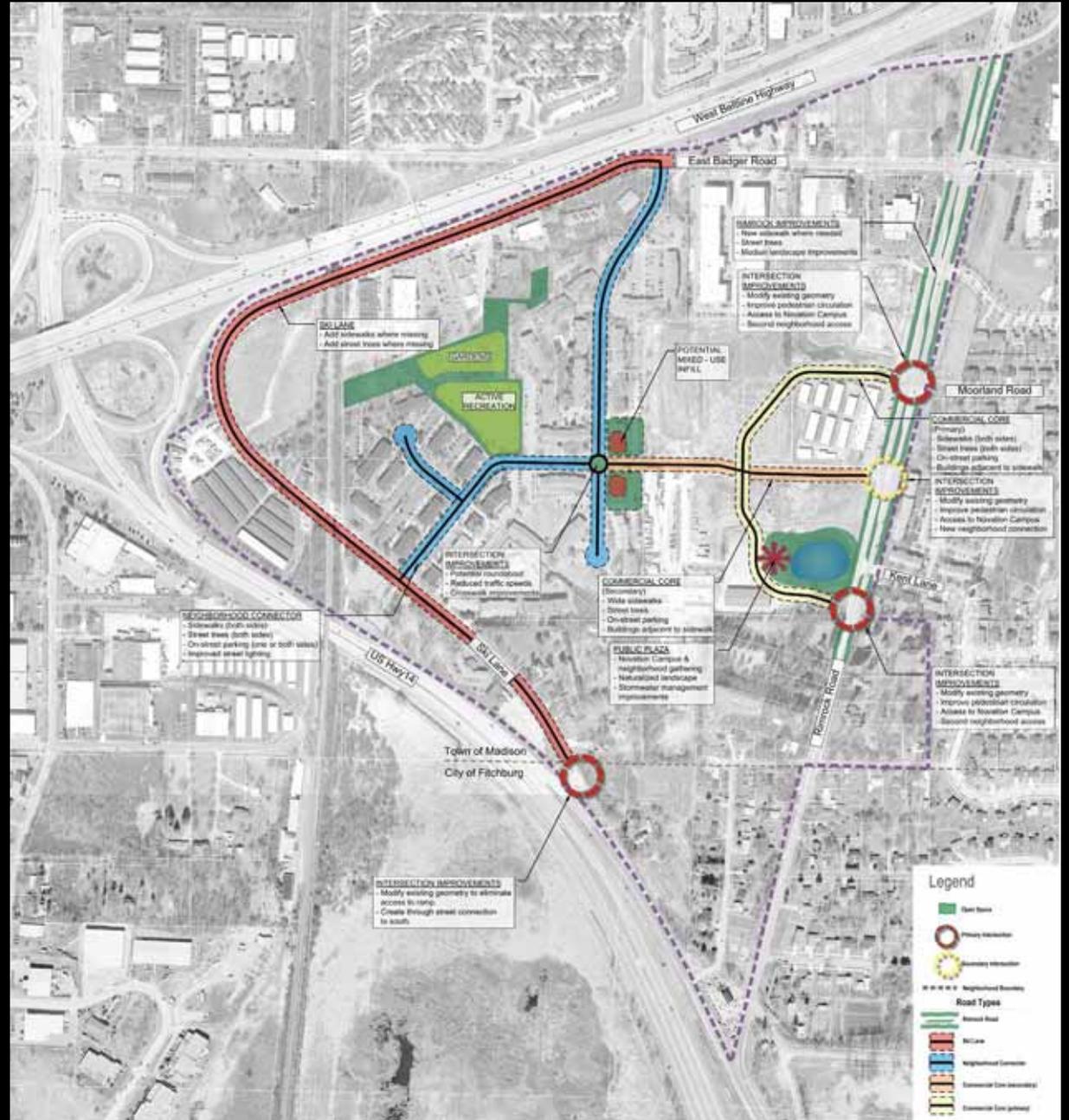
SOUTHDALE NEIGHBORHOOD CHARACTERISTICS



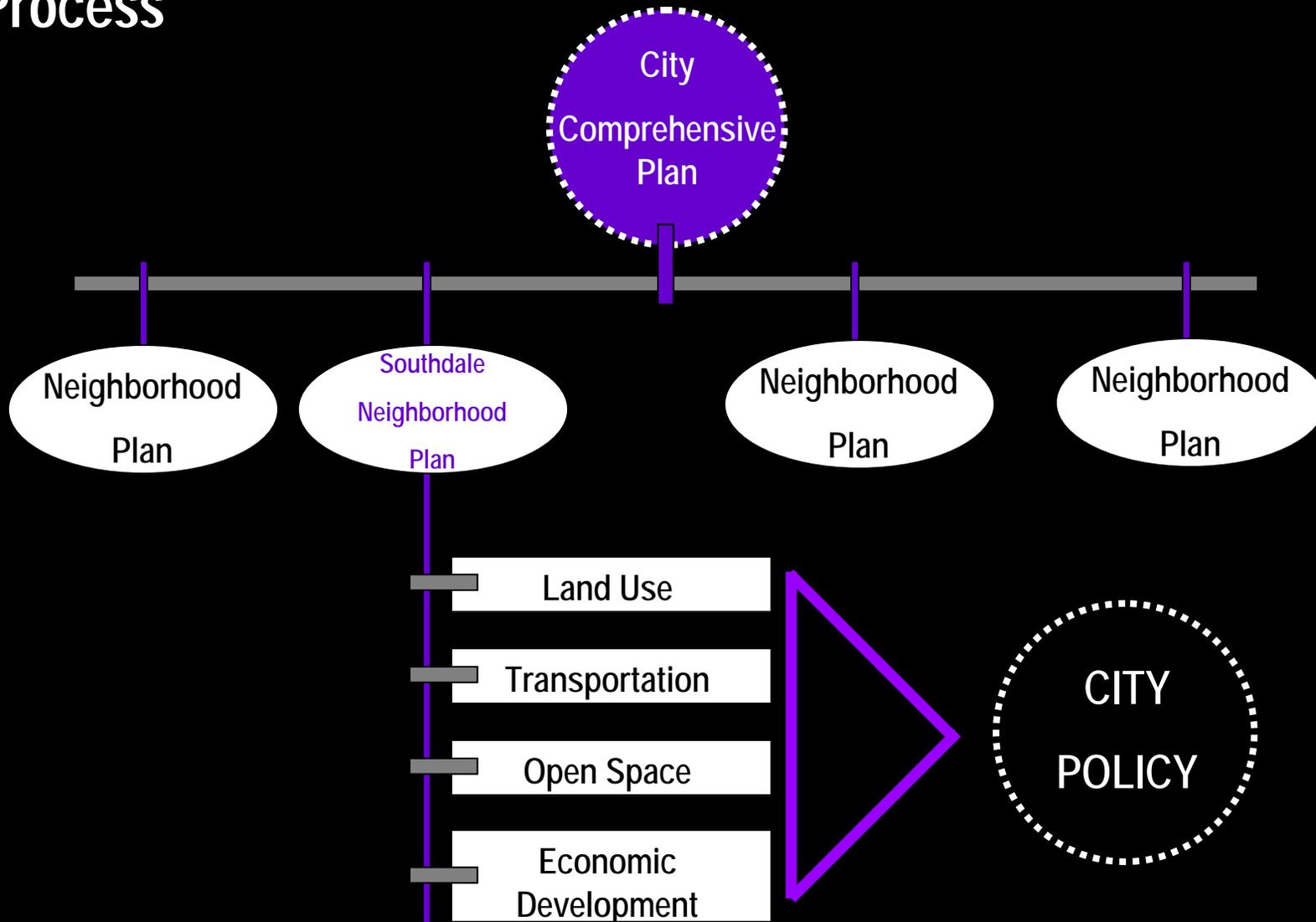
Southdale Neighborhood

Near Term Plan

- Focuses on Public Good
- Improves Services
- Helps To Physically Define Neighborhood
- Preserves Existing Open Space
- Attracts Investment
- Takes Advantage of Public Finances



Process

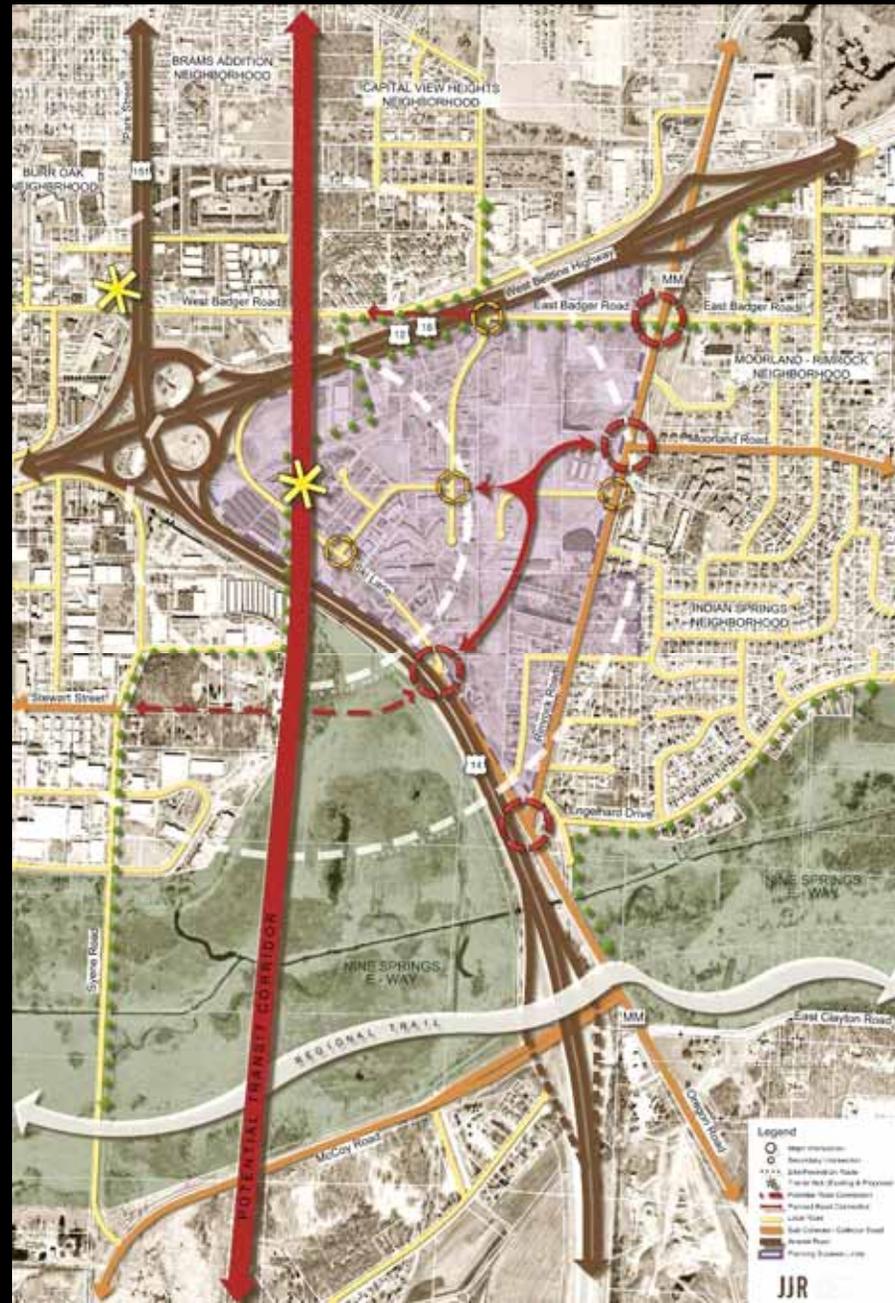




Thank You for Attending

Neighborhood Meeting 3
Early April , 2007

Southdale Area Opportunities



Catalysts for Neighborhood Improvement Growth

Novation Campus

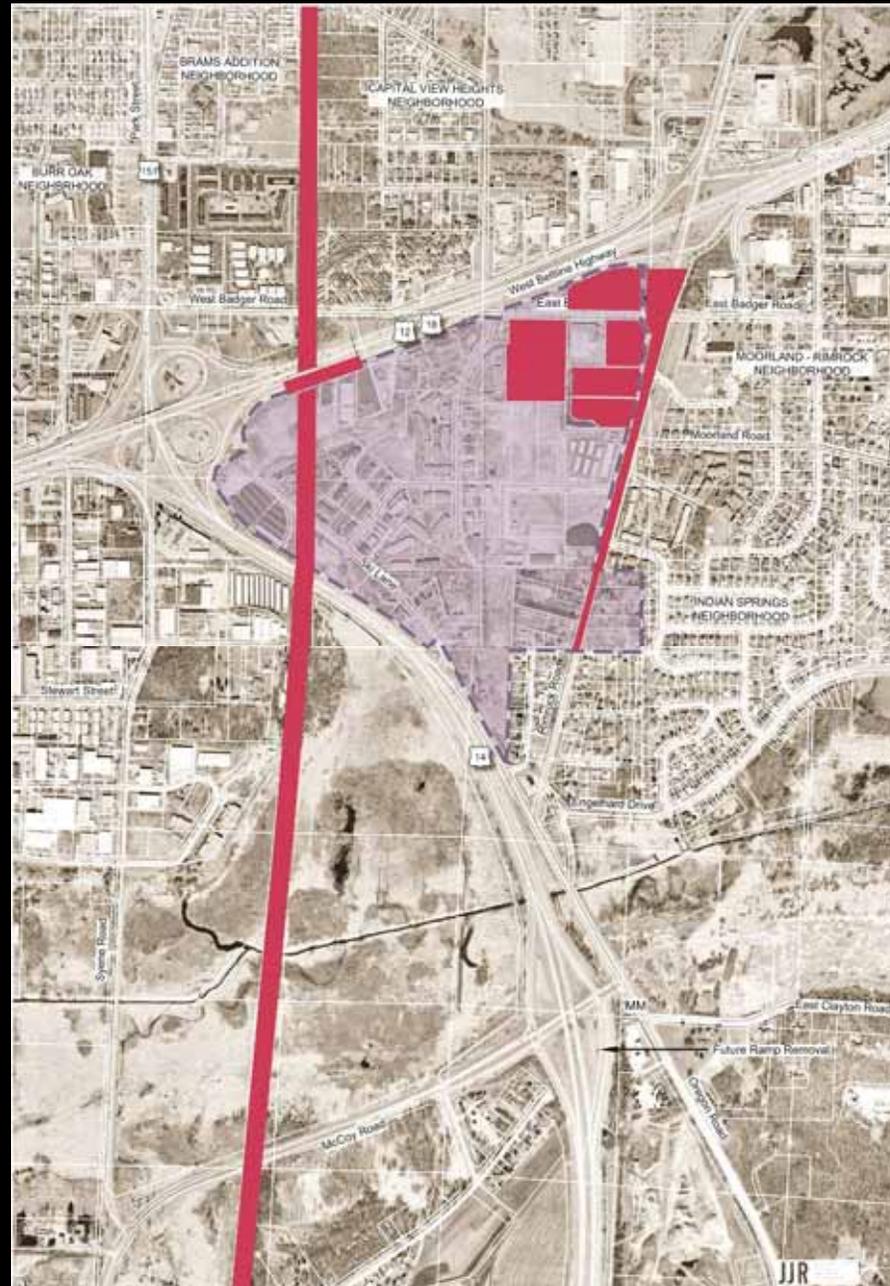
- Zimbrick BMW
- Comm 1
- Comm 2
- Cuna
- Future Campus Expansion

Neighborhood Plan

Rimrock Improvements

Transportation Corridor

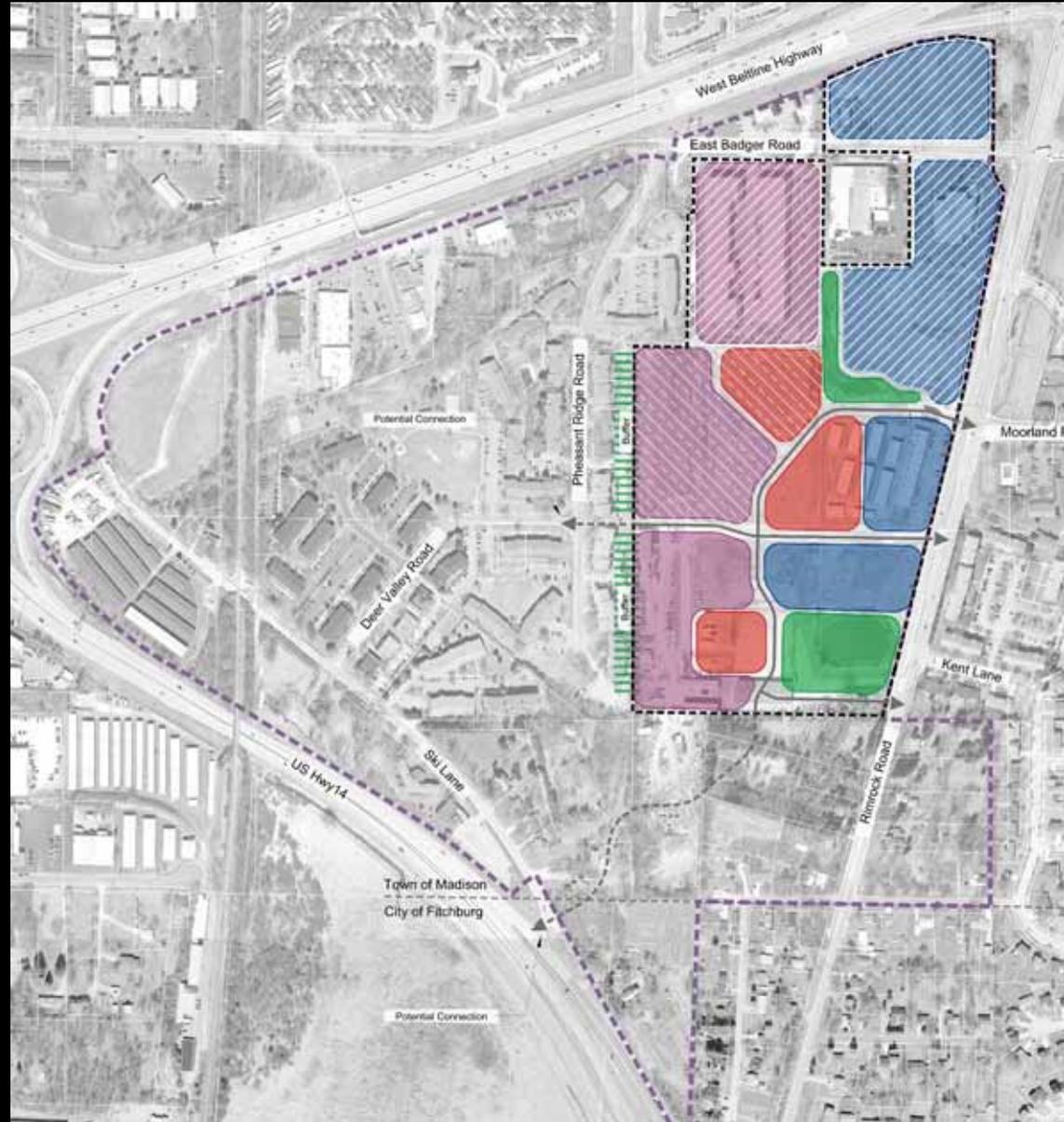
Badger Road Bridge



Novation Campus Specific Area Plan



Novation Campus Generalized Development Concept



Novation Campus Illustrative Concept



Goal: Create a Vision for the Southdale Neighborhood

The Neighborhood Speaks On:

Transportation

- Concerns that new street connections will promote heavy truck traffic in the neighborhood.
- Existing intersections pose a threat to pedestrians and bicyclist.

Pedestrian Circulation

- Neighbors would like a more efficient sidewalk network.
- Introduction of on and off street bike paths.
- A connection from Lake George Road to Deer Valley Road.

Land Use

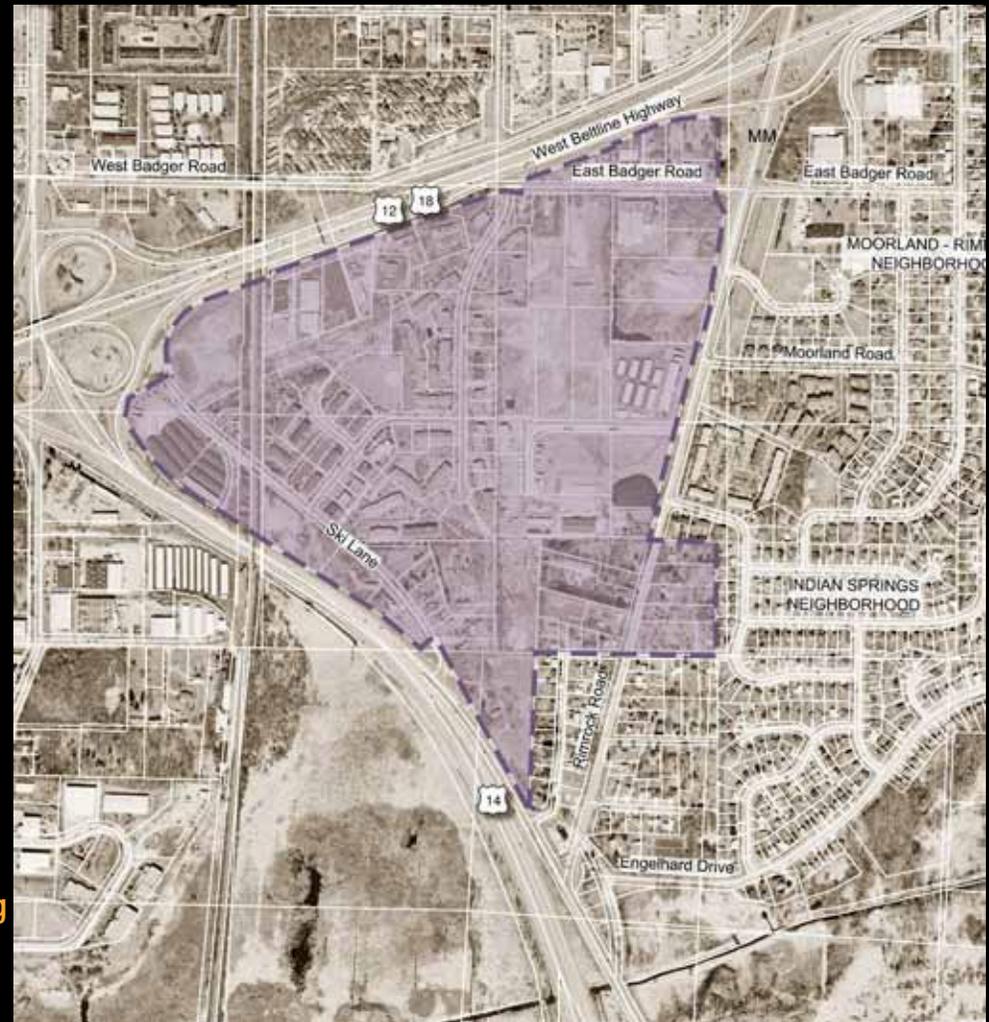
- Residents feel the community lacks neighborhood retail.
- Diversity in economic structure.
- Community gardens and green space preservation.

Identity and Gateways

- Southdale Park is vital to the Community.
- Safety concerns with access and lighting for the park.

Miscellaneous

- Address the challenge of language barriers (Latin and Mong community)
- Best method of conveying information to the to the community.



Typical Neighborhood Plan Elements



Transportation



Pedestrian Circulation



Land Use



Identity and Gateways

