

Southdale Neighborhood Plan



Neighborhood Meeting #6
August 13, 2008



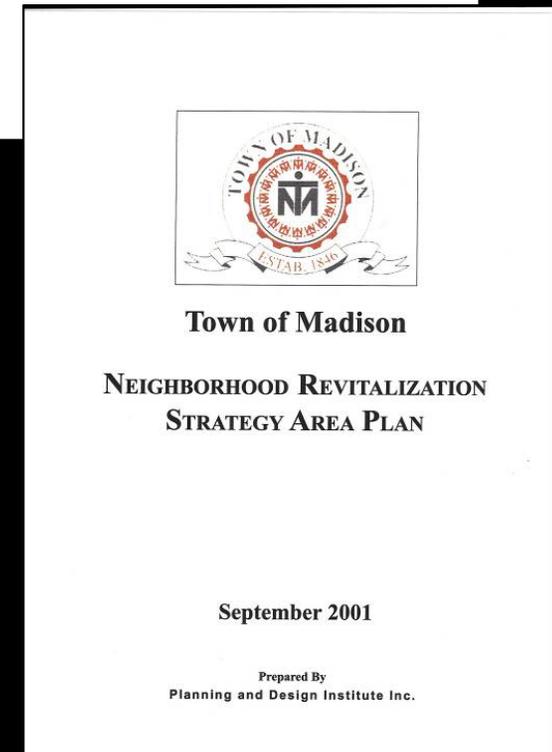
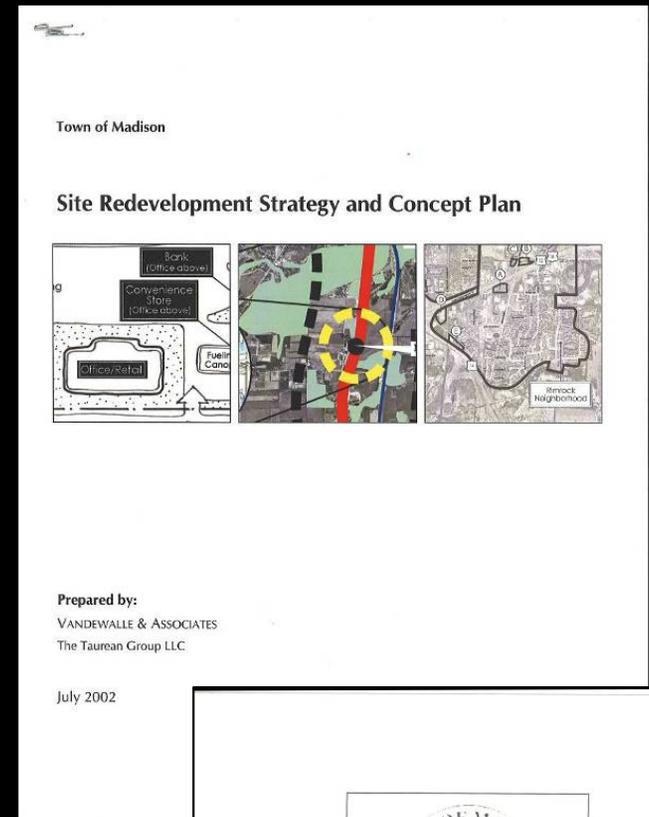
Tonight's Meeting Agenda

1. Welcome and Introductions
2. Purposes of a Neighborhood Plan
3. Results of Neighborhood Meeting #5 (February 25)
4. Plan Development since February
5. Revised Southdale Neighborhood Plan
6. Explanation of the Format for the Remainder of the Evening
7. Next Steps



What are Neighborhood Plans?

- Improvements to the neighborhood for the next 10-20 years
- Reacting to current changes
- Guides short-term improvements so that they support a defined long-term vision
- Updated regularly (every 5 years)
- Recommendations on land use, open spaces, and supporting infrastructure
- Implementation plan – who is doing what task when?
- Southdale Plan fulfills a intergovernmental agreement between the Town of Madison, City of Fitchburg and City of Madison



Vision for the Southdale Neighborhood

- The Southdale Neighborhood is an attractive and sustainable community.
- Residential, office and retail uses are balanced, each supporting the other.
- Residents, employees and visitors have easy access to animated and extensive open spaces.
- The safe neighborhood is sought out by a diverse set of residents, with a variety of housing opportunities for many income levels.
- The neighborhood is well-connected to the region through streets, bicycle facilities, transit service and safe pedestrian crossings.
- As a gateway into the City of Fitchburg, the neighborhood demonstrates a high quality of design.



Goals for the Southdale Neighborhood

Land Use and Design

- Incorporate sustainable practices into architecture and site development
- Create a diverse mix of activities (residences, shops, schools, workplaces and parks)
- Successfully integrate and connect rather than buffer different land uses
- Provide opportunities and flexibility for a wide range of land uses to respond to changing conditions



Goals for the Southdale Neighborhood

Transportation

- Create a compact and connected neighborhood that encourages pedestrian activity without excluding automobiles
- Promote a range of transportation options
- Streets should be designed to promote safe and efficient use by walkers, bikers and drivers
- Incorporate a network of streets of various sizes and functions
- Improve connections within the neighborhood and improve access to underutilized areas
- Connect the neighborhood to adjacent neighborhoods and the region
- Improve transit service



Goals for the Southdale Neighborhood

Housing & Economic Development

- Provide a wide spectrum of housing options, including affordable options
- Enhance opportunities for employment within the neighborhood
- Stimulate reinvestment and economic development that strengthens commercial uses and complements residential uses



Goals for the Southdale Neighborhood

Open Space & Community Facilities

- Preserve, improve and create open spaces, greens and parks that are accessible and convenient to all
- Create public community gardens in a centralized location available to all residents
- Create a community center to host community activities and services



Neighborhood Meeting Process

Meeting 1, January 29, 2007

- Introduced Neighborhood Plan Initiative and Review Opportunities

Meeting 2, February 26, 2007

- Reviewed Options and Alternatives for Future Neighborhood Vision

Meeting 3, April 16, 2007

- Presented Draft Plan Recommendations

Meeting 4, September 10, 2007

- Presented and Discussed Revised Draft Plan Recommendations

Meeting 5, February 25, 2008

- Discussed Revised Draft Plan Recommendations

Meeting 6, August 13, 2008

- Present and Discuss Revised Final Plan Recommendations



Neighborhood Input, February 25, 2008

Land Use and Economic Development

- List of preferred neighborhood-supporting retail uses
 - Farmer's market
 - Sit-down restaurant
 - Grocery store
 - Day care center
- Create a "heart of the neighborhood"
 - Attract people day and evening
 - Places for neighborhood residents to meet and interact

Affordable Housing

- Review of Census 2000 housing profile for neighborhood
- Need for move up housing in the neighborhood
- Healthy neighborhood has mix of housing opportunities – ownership and rental, low-income and moderate income



Neighborhood Input, February 25, 2008

Open Space & Community Facilities

- Potential locations for Community Center and Community Gardens
- Location criteria for Community Center
 - Adjacent to public open space
 - Easily walkable to homes
 - Centrally located
 - Feel safe and be visible
 - Adequate parking
 - Close to a bus line
- Preferred uses in the Community Center
 - food coop or farmer's market; day care for children; community kitchen; after school programs, community meeting room, counseling sessions for employment/credit/homeownership, gymnasium/indoor athletic area, offices for Joining Forces for Families, small business incubator, offices for neighborhood association



Neighborhood Input, February 25, 2008

Open Space & Community Facilities

- Location criteria for Community Gardens
 - Low level of noise
 - Access to infrastructure – water, parking
 - Universally accessible
 - 15-100 garden plots
 - Compost and worming facility on-site
 - Fertile, free of pollutants/contaminants
 - Not be subject for flooding
 - Should not take away from existing park/open space
 - Not require removal of existing trees
 - Available for a permanent community garden
 - Cost of the land to acquire
 - Room for potential commercial/food pantry garden facility
 - Close proximity from all areas of the neighborhood
 - Sufficient direct sunlight



Neighborhood Input, February 25, 2008

Transportation (Bikes, Pedestrians, and Vehicles)

- Allow on-street parking where needed, e.g. near shops
- USH 14 and USH 12/18 interchange needs to flow better to keep through traffic off of Rimrock Road
- Rimrock Road
 - Slow, local neighborhood road with 25 mph speed limit
 - Bike lane between Rimrock and the Capital City Trail
 - Stoplights at most intersections to slow traffic
 - Pedestrian overpass over Rimrock?
 - Commuter tax on Rimrock, collected by a toll gate
- Paying for sidewalks Clausen Street
- Sidewalk easement between the Lake George extension and the Deer Valley/Pheasant Ridge intersection
- Pedestrian-friendly roundabout at Deer Valley/Pheasant Ridge
- Weight limits on Deer Valley and Pheasant Ridge



Neighborhood Input, February 25, 2008

Public Process

- Meeting location needs to be more convenient
 - ✓ Girl Scouts building
 - Genesis Incubator
 - Empty retail storefronts by Citgo
- ✓ Future mailed meeting notices need to be sent to both the property resident (potentially a renter) and the property owner
- ✓ Future meeting notices should be in both Spanish and English, and translation should be available
- ✓ There was not enough time to fully understand the issues during the neighborhood meeting. The information, particularly the housing inventory data, should have been sent out beforehand.
- Neighborhood plan information should be posted in the windows of the Rimrock retail uses
- ✓ Future meetings could be advertised in the Southern Exposure, the quarterly newsletter of the South Metropolitan Planning Council



Progress on the Plan Since February 25, 2008

- **Town of Madison and City of Fitchburg Workshops (April 8, May 6, May 20, July 1, August 12)**
- **Neighborhood discussions led by Dane County to review Novation Campus (July 3, July 8)**
- **Individual meetings with City, Town, The Alexander Company, residents**
- **Southdale-Rimrock Neighborhood Association meetings**



Changes to the August 2007 Draft Southdale Neighborhood Plan

Introduction and Neighborhood Description

- Neighborhood vision and goals clearly stated
- Review of plan preparation process
- Municipal boundaries map

Neighborhood Inventory

- Existing housing stock – year built, balance of owner/renter, housing formats, rent values, home values
- Highway connections
- Emergency access to neighborhood
- Sidewalk inventory, pedestrian connections
- Neighborhood parkland – compared to national standards and Fitchburg standards



Changes to the August 2007 Draft Southdale Neighborhood Plan

Plan Recommendations – Land Use and Design

- Description of how improvements can occur incrementally
- New land use districts – additional district, more definition and description
- Transit-oriented development – definition, land use mix, development character
- District Design Guidelines
- Neighborhood-supportive retail uses



Changes to the August 2007 Draft Southdale Neighborhood Plan

Plan Recommendations – Transportation

- Traffic calming measures
- Gateway signage
- Improvements to transit service
- Prioritized lists of sidewalk and bike path improvements

Plan Recommendations – Housing and Economic Development

- Strategies for preserving and providing affordable housing
- Strategies to integrate affordable and market-rate housing
- Employment opportunities for neighborhood residents
- Infrastructure investment



Changes to the August 2007 Draft Southdale Neighborhood Plan

Plan Recommendations – Open Space and Community Facilities

- Need for neighborhood open space
- Community Center
 - Location principles
 - Expanded list of potential sites
 - Preferred uses in the center
- Community Gardens
 - Location principles
 - Expanded list of potential sites

Plan Implementation

- Detailed task list – task description and lead implementer
- Neighborhood Plan Implementation Advisory Team
 - created by Town and City; consist of residents, business owners, government officials



Changes to the August 2007 Draft Southdale Neighborhood Plan

Other Overall Changes

- Reformatted to read more clearly
- Appendix B
 - Listing of all public comments submitted during plan preparation
 - Responses to every submitted comment
 - Indication of page in the plan where the comment was integrated, or the reason it was not integrated



Tonight's Open House

- Review copies of entire Southdale Neighborhood Plan, comment sheets
- One-on-one discussions at Recommendations boards
 - Land Use
 - Transportation
 - Housing and Economic Development
 - Open Space and Community Facilities
- Fill out written survey



Next Steps

