

**Southdale Neighborhood Plan**

Response to Submitted Comments

The following is a listing of resident comments and suggestions regarding the draft Southdale Neighborhood Plan. The comments are organized by subject, but otherwise not edited. There is a response for each comment and suggestion, with an indication of whether this suggestion has already been incorporated in the August 2007 draft, or if it will be incorporated in the next revised draft Southdale Neighborhood Plan.

The submitted comments are compiled from those submitted in the two most recent neighborhood meetings:

- November 14, 2007 – hosted by the City of Fitchburg, Fitchburg City Hall
- September 10, 2007 – hosted by the Town of Madison and the City of Fitchburg, Alliant Energy Center

Responses to comments submitted prior to September 10, 2007 are included on page 18-23 of the August 2007 draft neighborhood plan.

Submitted Comment	Date of Submitted Comment	Response	Already in draft plan (August 2007)?	Change to Plan?
<b>Land Use and Affordability</b>				
<b>Business and Economic Development</b>	9/10/07			
Use Milwaukee’s 30 <sup>th</sup> Street Industrial Corridor as an example of how a municipality and the business community can work together to improve an existing neighborhood. <ul style="list-style-type: none"> <li>• Incentives for hiring employees who live in the adjacent neighborhood.</li> <li>• Provide outreach and educational facilities for the neighborhood.</li> <li>• Work with residents on neighborhood revitalization efforts.</li> </ul>	9/10/07	Milwaukee’s 30 <sup>th</sup> Street Industrial Corridor is a good example of regional redevelopment. The scale of necessary reinvestment in the 30 <sup>th</sup> Street corridor will be the same or more than what was necessary for the redevelopment of the Menomonee Valley area. The strategies used in this area could be used in the greater Madison area, but considerable resources are necessary and are currently not available. These strategies are appropriate on a citywide scale, beyond the scope of just one neighborhood plan.		

Benefits of the recommended land uses should target current resident (i.e. provide jobs and goods and services for the neighborhood). Make this clear in the document text.	9/10/07	Goals for linking commercial uses and residential uses will be included in the neighborhood plan.		Yes
Provide tangible numbers or percentages of what money is expected to stay within the neighborhood through the employment of residents in the adjacent Commercial/ Employment Center District.	9/10/07	A neighborhood plan is a long-term, big picture vision for change/preservation in the entire neighborhood. At this planning level, it is difficult to provide tangible numbers.		
Require that a certain number of the workforce in the Employment Center needs to come from the neighborhood.	9/10/07	Within a neighborhood plan, it is appropriate to state a goal of recruiting from nearby residential areas. This goal will be included and will apply to all businesses within the Southdale area. It is not appropriate to include specific hiring targets within a neighborhood plan.		Yes
What is the relationship between the neighborhood plan and the CDP (community jobs, neighborhood retail)?	11/14/07	The Southdale Neighborhood Plan will provide overall guidance for improvements throughout the neighborhood. As individual redevelopment efforts are proposed, these projects will be evaluated against the neighborhood plan recommendations. Thus the Novation Campus CDP should be evaluated against the goals and recommendations of the Southdale Neighborhood Plan. Novation Campus is a large part of the neighborhood, so it will have a large impact. For instance, Novation Campus will provide additional commercial uses in the Southdale Neighborhood, including support service jobs and neighborhood-serving retail.		
Need to activate commercial area after quitting time  Restaurants/nighttime activities	10/14/07	The neighborhood plan will be revised to include this recommendation. The plan already includes recommendations for new businesses that meet neighborhood needs.	Yes	Yes
Transition plan that does not break neighborhood business activity pattern	10/14/07	A neighborhood plan is a general guide for growth and change within a neighborhood. Specific transitions plans for commercial redevelopment projects will be established at the time of redevelopment.		
Types of businesses needed – Neighborhood vs destination retail	10/14/07	The neighborhood plan recommends a mix of commercial uses – employment, supporting services, and neighborhood-serving retail.	Yes	

Make better use of business incubator	10/14/07	There are multiple business incubator spaces within the neighborhood. The Genesis Enterprise Center on West Badger Road is run by the Genesis Development Corporation, which is a non-profit community development corporation dedicated to the revitalization of South Madison. Novation Campus currently offers some incubator business space in the TECH 1 facilities. Additionally, the neighborhood plan seeks to strength entrepreneurship with recommendations for smaller live/work buildings. The neighborhood plan will be revised to discuss the important roles of these incubator spaces within the Southdale neighborhood.		Yes
Balance social costs of failure w/economic benefit of development (social programs, reentry programs, prevention)	10/14/07	The neighborhood plan will be revised to encourage the Town of Madison, the City of Fitchburg, and regional non-profits to offer social programs, reentry programs, and prevention programs.		Yes
Local employment is key to economic lifting up of neighbors.	10/14/07	The neighborhood plan recommends a mix of commercial uses – employment, supporting services, and neighborhood-serving retail. Additionally, good transportation options are necessary to link neighborhood residents with appropriate jobs.	Yes	
Missing - Grocery store	10/14/07	The neighborhood plan reserves large areas for commercial uses such as a grocery store. The plan will be revised to include a grocery store as a particular need.		Yes
Missing: Binding method to guarantee neighborhood benefits and public benefits	10/14/07	A neighborhood plan sets a vision for a neighborhood and then recommends steps to achieve that vision. The recommendations will result in public and neighborhood benefits, but a neighborhood plan is not a binding legal contract with the Town of Madison, the City of Fitchburg, or any of the landowners or residents within the neighborhood.		
Missing: Percentage of jobs to local residents, minorities, local needs	10/14/07	Within a neighborhood plan, it is appropriate to state a goal of recruiting from nearby residential areas. This goal will be included and will apply to all businesses within the Southdale area. It is not appropriate to include specific hiring targets within a neighborhood plan.		Yes
<b>General Land Use Comments</b>				
A medical component should be included in one of the uses. Many residents do not have easy access to medical care. This could take place as a component of the Community Center.	9/10/07	The inclusion of basic medical services in the community center will be included as a goal.		Yes

<p>Is there a need for additional services such as police, fire and EMS? With the potential of densification there will be need for increased response times.</p> <p>Fitchburg will be identifying areas for a potential fire station after the City Comprehensive Plan is complete. All areas of the City are and will be within a 5-minute response time</p>	<p>9/10/07</p>	<p>The need for additional emergency services is unknown at this time. The City of Fitchburg is assessing emergency response as part of its current comprehensive planning process.</p> <p>Emergency service providers prefer good access to neighborhoods, the recommended street connections improves emergency service access.</p>	<p>Yes</p>	
<p>Commercial/Employment Center Use south of Lake George Road is inappropriate.</p> <p>Commercial/Employment Center Use south of Lake George Road is inappropriate.</p>	<p>9/10/07</p>	<p>Current zoning within this area allows for commercial/employment types of uses. Previous use of this area for licensed and unlicensed landfill activities has contaminated the soil and subsurface conditions indicate the presence of poor soil stability able to be overcome by special footing designs to buildings envisioned by Alexander Company.</p>		
<p>Preserve the existing housing south of Lake George Road.</p>	<p>9/10/07</p>	<p>The neighborhood plan recommends residential uses on Clausen Street.</p>	<p>Yes</p>	
<p>A mixed use/residential component needs to be part of the Novation Campus.</p> <p>None of the Alexander Company's property includes residential. Similar plans are required to have residential/mixed use components.</p> <p>A residential/mixed use component needs to be included in the Novation Campus</p> <p>Why is the Alexander Company moving towards commercial and not mixed use?</p>	<p>9/10/07</p>	<p>Much of the land identified for Novation Campus expansion is currently zoned to allow commercial/employment uses. These areas generally correspond to lands that have been used for licensed and unlicensed landfills which are compatible with the uses envisioned for the campus. Commercial and employment are desired uses expressed by residents and meet the goals of the private land owner. The neighborhood plan thus reserves these areas for employment uses. In other locations, residential could be included in upper floors without reducing areas reserved for employment uses. However, on the Novation Campus, building heights are limited due to subsurface bearing capacities.</p>		
<p>The mixed use district location should be relocated in the southern area of the employment center.</p> <p>The area that is shown as urban mixed use is more appropriate as a commercial/employment center district. Move the urban mixed use district to the south portion of Novation Campus.</p>	<p>9/10/07</p>	<p>Mixed use areas should be supported by open space and transit uses and may be adjacent to residential areas. The recommended location of Mixed Use district is adjacent to Southdale Park, currently has bus transit service, and there is a potential for commuter rail service.</p>		

Plans are too dependent on Novation Campus.	9/10/07	The neighborhood plan is dependent on the input of all residents, including large property owners.		
Rezoning the community gardens so they can stay in their current location as future phases redevelop.  The community gardens should stay where they are. Residential infill could take place, centered on the community gardens.	9/10/07	The landowner of the parcel on which the farming now occurs does not intend to maintain that use in the long-term, and would not support a rezoning. The plan recommends several potential permanent locations for community gardens.		
The neighborhood center should be closer to Rimrock Road, to reach adjacent residential to the east.	9/10/07	Participants at the February 25 meeting will discuss potential community center locations, including a location east of Rimrock Road. Note that safe pedestrian crossing of Rimrock Road is a disadvantage of this site.		
Seems more like a Greenfield development than an infill development (consumes large lot retail and open space – what is the environmental impact?)	10/14/07	The Southdale Neighborhood Plan is the most intense urban redevelopment plan ever prepared by the Town of Madison or the City of Fitchburg. The remediation of the neighborhood's contaminated brownfields distinguishes Novation Campus as one of the region's most ambitious infill redevelopment projects. The Southdale Neighborhood plan encourages sustainable development patterns.		
Beltline and USH14 frontage might be better for commercial than residential/mixed	10/14/07	The Urban Mix District is a high visibility location, and commercial and residential uses are allowed. High density residential uses are appropriate if a commuter rail station is located in the neighborhood. Otherwise, commercial uses are most appropriate. The neighborhood plan offers the flexibility for either potential outcome. The neighborhood plan will be revised to better explain this need for flexibility.		Yes
Better zoning to allow more mixed use	10/14/07	The neighborhood plan recommends land use districts, but does not recommend how those land uses are administratively implemented. The majority of the neighborhood is currently within the Town of Madison, which utilizes Dane County zoning. Eventually, the neighborhood will be within the City of Fitchburg, under their zoning. The zoning codes of neither Dane County nor the City of Fitchburg allow the mix of uses recommended in the neighborhood plan.		

Missing: Current plan does not have interesting destinations – neighborhood needs a “heart”	10/14/07	The neighborhood provides opportunities for interesting destinations, but redevelopment projects are necessary to create those destinations. There are multiple destination locations. Southdale Park is the central gathering space for the neighborhood residents. A future commuter rail station and supporting development could create a destination. The location of the community center and/or the community gardens will also be a neighborhood destination.		
Missing: Needs to unify entire neighborhood, including areas in City of Madison.	10/14/07	The Southdale neighborhood is currently isolated by land uses and transportation network. The neighborhood plan recommends transportation improvements to increase accessibility. The neighborhood plan seeks to re-integrate the neighborhood with adjacent neighborhoods to the north and to the east through street, sidewalk, and bicycle lane connections.	Yes	

<b>Affordable Housing</b>				
How will housing transition? What will happen if residents are displaced in the redevelopment process?	9/10/07	The neighborhood plan will address housing transition.		Yes
Senior housing recommendations should be included in the Affordable Housing section.	9/10/07	The neighborhood plan will include goals for senior housing.		Yes
Future redevelopment should maintain current percentages of affordable housing, so that residents are not displaced.  Percentage/distribution of affordable housing should remain the same in future. Those residents in affordable housing should have a number of living options and should not be displaced.	9/10/07	It is the goal of the Town and the City that the rental/ownership rate change from the current 87%/13% to 50%/50%. The plan will address the need for affordable ownership opportunities.		Yes
Add language to include existing programs such as CDBG [Community Development Block Grant] to assure that affordable housing remains and is available to new and existing residents.	9/10/07	A goal will be added to maintain affordable housing within the neighborhood.		Yes
Residents have concerns that the introduction of market rate housing would drive the median income level higher, making housing less affordable.	9/10/07	The neighborhood plan recommends more residential units in the neighborhood, by recommending building heights between 2 and 4 stories so the addition of market rate housing will not necessarily reduce the number of affordable housing. It is true that the addition of higher value housing will increase the median value.		
How does the blight designation affect property values?  Which houses were determined to be blighted?	9/10/07	The blight designation enabled the creation of a Tax Increment Financing (TIF) district. The general goal of TIF districts is to stimulate private reinvestment through improvements to public infrastructure. The Town of Madison's TIF District No. 2 includes most of the Southdale neighborhood, except for most parcels that front East Badger Road. The assessed value of property located in a TIF District will not be immediately impacted by the creation of the district. The creation of a TIF is usually for the purpose of financing public improvements. Once public improvements have been made in an area and redevelopment occurs, the median real estate value may increase.		

<p>What is affordable housing?</p> <p>Better define "Affordable Housing".</p> <p>When looking at affordability, is the mean income level for the overall city, or is it specific to the neighborhood?</p> <p>Define low-income.</p> <p>What is the current proportion of affordable housing?</p> <p>Look at the census. Provide data on the number of affordable housing units currently in the neighborhood.</p> <p>What is the current distribution of affordable housing in the neighborhood?</p>	<p>9/10/07</p>	<p>Information regarding housing from the 2000 Census will be included in the neighborhood plan, and discussed at the February 25 neighborhood meeting.</p> <p>The generally accepted definition of affordability is for a household to pay no more than 30 percent of its annual income toward housing.</p> <p>Low income is 80% of the median income. Very low income is 50% of the median income. Extremely low income is 30% of the median income. In Dane County in 2006, a family of three making less than \$53,050 per year is considered low income. A family of three making less than \$33,150 per year is considered very low income.</p> <p>An affordable owner-occupied low-income home for a 3-person household is priced below \$157,000. In 2000, approximately 88% of owner-occupied housing in the neighborhood was priced below \$150,000.</p> <p>An affordable owner-occupied very low-income home for a 3-person household is priced below \$98,000. In 2000, approximately 61% of owner-occupied housing in the neighborhood was priced below \$100,000.</p> <p>An affordable rental low-income home for a 3-person household has a monthly rent below \$1325/month. In 2000, 100% of rental housing in the neighborhood had monthly rental rates below \$1000.</p> <p>An affordable rental very low-income home for a 3-person household has a monthly rent below \$830/month. In 2000, approximately 98% of rental housing in the neighborhood had monthly rental rates below \$750.</p>		<p>Yes</p>
<p>With affordability comes transportation efficiency and availability. Add it to the language.</p>	<p>9/10/07</p>	<p>Lower income families more likely use methods of transportation other than a personal vehicle. The neighborhood plan recommends safe biking and walking, and encourages improved transit service.</p>	<p>Yes</p>	
<p>Affordable housing should not be distinguishable from market rate housing. It should be high quality.</p>	<p>9/10/07</p>	<p>The neighborhood plan does not make specific recommendations regarding architecture. A general goal will be added to indicate the desire for high quality affordable housing.</p>		<p>Yes</p>

What is the status of current condo conversions taking place? Was there a recent approval?	9/10/07	A Dane County Planning and Development Department CDBG 2008 Funding Application was submitted by the Alexander Company. The stated purpose as identified within the application was for renovation and conversion of 32 units within the neighborhood with a targeted average sale price of around \$80,000. (This sale price is considered affordable for a family of three that has a low, very low, or extremely low income.) Approximately half of the \$400,000 request will be funded, likely reducing the overall size of the project from 32 units to 16 units.		
Condo conversions should not be implemented. They will displace the current renters.	9/10/07	It is the goal of the Town and the City that the rental/ownership rate change from the current 87%/13% to 50%/50%. That balance can be created through the conversion of existing rental to owner-occupied, the removal of rental units, and/or the construction of additional owner-occupied housing. The plan recommends additional units in the Urban Residential District and encourages owner-occupied units in the Mixed Use District.		
Provide rental options for all income levels.  Make ownership opportunities available for all levels of income.	9/10/07	The neighborhood currently offers rental and ownership options for low and very low income families. The construction of market rate housing is necessary to provide options for all income levels. The neighborhood plan recommends a mix of housing options.	Yes	
Affordable housing needs to reach all income levels. There are many residents earning minimum wage who should have affordable rental/ownership options.	9/10/07	The neighborhood currently offers rental options for very low income families. Homeownership for residents earning minimum wage is difficult throughout the entire Madison metropolitan area. An aggressive affordable housing program would be necessary to meet this goal. The size of this program should be county-wide, and is beyond the scope of this neighborhood plan. A recommendation to develop such a program on the regional level will be included in the Southdale Neighborhood Plan.		Yes
Diverse housing for different needs – single family and sustainable affordable housing	10/14/07	The current neighborhood offers many rental opportunities and some ownership opportunities that are affordable for low and very low income families. The neighborhood plan recommends a balance between rental and ownership opportunities.	Yes	

<b>Open Space and Community Facilities</b>				
<b>Community Facilities</b>				
The community would like a community center with a day care facility.  We need a community center with a day care and after school programs that are accessible to all.	9/10/07	The neighborhood plan describes a funding grant submitted by Bethel Community Services Corporation and The Alexander Company. In that funding request, the community center would have provided after school programs, daycare, job training, tutoring, and a food pantry. (The funding application was denied after some Southdale residents recommended it be denied.) The neighborhood plan will be revised to state these services as preferred services for the community center.	Yes	
We need more community facilities.	9/10/07	The neighborhood plan recommends the establishment of a community center, permanent community gardens, and a range of open spaces and parks.	Yes	
Some people do not use the current gardens.	9/10/07	The neighborhood plan will be changed to recommend permanent community gardens that managed by a public or non-profit agency to ensure full neighborhood access.		Yes
Do not change the architectural nature of the neighborhood.	9/10/07	The neighborhood plan addresses land uses and building placement, but does not recommend architectural style. The neighborhood plan does not recommend preservation of the existing architectural nature.	Yes	
Parks should be within a ¼ mile of the largest population of people.	9/10/07	Southdale Park is within ¼ mile of the entire neighborhood, except the southernmost areas of Clausen Street.	Yes	
Incorporate the hillside (at Southdale Park) as a positive element for recreation while being environmentally productive.	9/10/07	The neighborhood plan recommends the use of the hillside for open space and as a potential location for terraced community gardens.	Yes	

<b>Location of Community Center and Community Gardens</b>				
<p>Are there other community center locations besides the three shown?</p> <p>Are there alternative locations for a community center?</p> <p>A community center should be placed in open space. Suggested locations:</p> <ul style="list-style-type: none"> <li>• Immediately west of the rail corridor</li> <li>• Just South of Lake George Road</li> <li>• At the current gardens (south end of the site)</li> </ul>	9/10/07	<p>Additional potential locations for the community center, including the parcel immediately west of the rail corridor, will be discussed at the February 25 neighborhood meeting.</p> <p>The property owner for the areas just south of Lake George Road and the south end of the site has indicated it will not support a community center at these locations.</p>	Yes	
<p>More time is needed to decide where a community center and community gardens should go.</p>	9/10/07	<p>Additional potential locations for the community center and the permanent community gardens and will be discussed at the February 25 neighborhood meeting. Additionally, the neighborhood plan will include multiple options for the community center and community gardens to provide flexibility. The potential sites now seen as ideal may not be available when there is funding available.</p>		
<p>The community center/ gardens and park do not have to be in the same area.</p> <p>A community center and gardens do not have to be in the same area.</p>	9/10/07	<p>While it is desirable that the two community uses be co-located so that they can share infrastructure like water and parking, they do not need to be co-located. The neighborhood plan lists potential locations for both uses, some that allow co-location and some that do not.</p>	Yes	
<p>Community facilities do not have to be centrally located.</p>	9/10/07	<p>Many residents do not have access to private vehicles, so community facilities, in particular the community center, should be centrally located so that residents without a car (children, some seniors, the disabled, etc.) can access the center. A community center will serve three neighborhoods – the Moorland-Rimrock, Indian Springs, and Rimrock-Southdale neighborhoods – and should be accessible to all three.</p>		
<p>Alexander Company should preserve the existing gardens.</p>	9/10/07	<p>The landowner has other long-term intentions for the land it owns.</p>		

Alexander Company should sell land at a discount or donate land to build community gardens and a community center.	9/10/07	The recommended locations for a community center and a permanent community garden has not yet been decided. The Alexander Company has led efforts to get grants and funding for a community center.		
The proposed community gardens are in a good location.	9/10/07	Meeting participants on February 25 will assess the relative merits of the multiple potential community garden sites.		
I'm not in favor of cutting down trees for community gardens.	9/10/07	This criterion will be considered at the February 25 when assessing potential community garden locations.		
What is the percent slope of the location for the proposed community gardens?	9/10/07	The slope varies across the proposed location, between 7% and 20%. The highly sloped are not suitable for building pads, but these areas may be terraced for small-scale community gardens.		
The gardens maybe difficult to construct in this location.	9/10/07	In some of the steepest parts of the site, some terracing may be necessary.		
Air quality may be bad for community gardens to be located near the Girl Scouts Black Hawk Council.	9/10/07	Meeting participants on February 25 will assess the relative merits of the multiple potential community garden sites. The air quality is noted as a disadvantage for several sites along USH 14.		
This land near the Girls Scouts could be a good location for gardens.	9/10/07	Meeting participants on February 25 will assess the relative merits of the multiple potential community garden sites. The air quality is noted as a disadvantage for several sites along USH 14.		
Organic production is a multiyear investment	10/14/07	The investment in the land is considerable for successful organic farming. Thus, the need for a permanent location for a community garden is necessary. The neighborhood plan seeks to find a permanent location.	Yes	
Farm is between two existing residential areas	10/14/07	While the area now used by some residents for private gardens is adjacent two residential area, it also between an industrial area and a regional highway. Some organic farming methods are not compatible with residential uses. The landowner of the area now used by some residents for private gardens does not intend to maintain this use in perpetuity, so a permanent location for community gardens is necessary.		
Community center in former Badger School (Boys and Girls Club/YMCA)	10/14/07	Additional potential locations for the community center, including the former Badger School, will be discussed at the February 25 neighborhood meeting.		

<b>Open Space</b>				
The hillside at Southdale Park is not seen as undesirable.  This hillside is an area with negative activity and is full of trash.	9/10/07	Residents have told the planners that the hillside and the pedestrian path is at least a perceived safety threat. The neighborhood plan recommends increasing the visibility of this area through the incorporation of community gardens into the area.		
Incorporate current open space into the plan.	9/10/07	The neighborhood recommends a variety of open spaces throughout the neighborhood – the formal play areas of Southdale Park, community gardens, and smaller informal gathering spaces on the block level.	Yes	
Preserve current open space.	9/10/07	The neighborhood plan preserves all existing formal open spaces like Southdale Park. The plan does not preserve privately owned open space on individual parcels, with the exception of recommending a potential community garden space on the Girl Scouts of Black Hawk Council site and open space adjacent existing stormwater facilities within Novation Campus.	Yes	
The southeast portion of land along Rimrock Road (north of Clausen) should be preserved.	9/10/07	The neighborhood plan recommends an institutional use in the area east of Rimrock, north of Maloney Drive, and south of Kent Lane. As traffic on Rimrock Road increases, the multiple driveways of these formerly rural lots will be problematic. These parcels have been considered for development, and an institutional use such as a church would be an appropriate neighborhood for the single family homes on Kent Lane and Salem Drive. If the area were preserved as open space that invited neighborhood children, the increasing traffic on Rimrock would create a safety problem.		
Not enough park land, garden space, community space.  Protect existing habitat/open space. Open space must be of sufficient size and near residential areas.  Missing - Parks/green space	10/14/07	The neighborhood plan preserves all existing public open spaces, recommends a variety of additional open spaces when redevelopment occurs, and seeks to find a location for a community center and permanent location for community gardens.		

Other Community Facilities and Open Space Comments				
Nobody should be displaced.	9/10/07	<p>Neighborhood plans make recommendations for how to handle change over the next 10-20 years. It guides but does not control future individual redevelopment projects. And it does not restrict the mobility of existing residents.</p> <p>The neighborhood plan recommends that the single family residential areas (detached homes and condominiums) be preserved in their current form. Large residential parcels (multi-family units) are more likely to redevelop in the future, and the neighborhood plan includes recommendations to increase density with a wide variety of housing types (apartments, town homes, condos) so that a variety of family types and incomes can continue to live in the neighborhood.</p>		
What private land is available for purchase for community space, why/why not?	9/10/07	<p>In theory, any privately owned parcel may be purchased for community space, if the purchase offer is high enough. In reality, only parcels owned by landowners interested in selling their land for community space are available. The Girl Scouts of Black Hawk Council have indicated that their parcel may be available in the future.</p>		
The development will increase the tax base and make it hard for the current residents to pay taxes.	9/10/07	<p>Redevelopment in the neighborhood may result in an improvement of neighborhood conditions, an increase in neighborhood amenities, an increase in property values, and thus an increase in property taxes for landowners.</p>		
Promote economic for the community or we will block the plan.	9/10/07	<p>The neighborhood plan reserves areas for employment and commercial areas.</p>	Yes	
What will this area be like in a different era?	9/10/07	<p>The neighborhood plan seeks to answer that question. The plan's vision is for a mixed neighborhood – a variety of land uses, a variety of housing types, a variety of income levels, a variety of open spaces.</p>	Yes	
We cannot go back to community gardens after they were paved over.	9/10/07	<p>Neighborhood residents have stressed the need for a permanent location for community gardens.</p>		
The fly ash areas are ok for low rise commercial.	9/10/07	<p>The fly ash brownfield areas are designated commercial uses, 1-3 stories in height.</p>	Yes	

How can the Alexander Company contribute to the neighborhood?	9/10/07	The Southdale neighborhood is a discrete and integrated place, so the success of Novation Campus is dependent on the success of the entire Southdale neighborhood. Past and current efforts by the Alexander Company include redevelopment of brownfields, bringing goods and services close to the neighborhood, hosting businesses that will provide jobs, sponsoring efforts to obtain funding for neighborhood services like a community center and condominium conversions, and providing a community room. Bringing job training close to the neighborhood is still important to The Alexander Company. The Alexander Company is paying for this neighborhood planning process.		
How much money is the developer willing to spend to benefit the neighborhood, and what is the commitment those dollars represent?	10/14/07	The Alexander Company is committed to the success of Novation Campus, and thus the success of the Southdale Neighborhood. No party active the Southdale neighborhood – the Town of Madison, the City of Fitchburg, the Wisconsin Department of Transportation, The Alexander Company, and all other landowners and residents – are willing or able to state or limit the amount of money to be spent in the neighborhood. Resources spent by The Alexander Company on the Novation Campus and the Southdale neighborhood are both short-term and long-term investments in both.		

<b>Transportation</b>				
A direct vehicular connection between East and West Badger would allow for quicker and safer police/fire access to the community. Emergency vehicles now travel south on USH 14 and take a dangerous U-turn at Ski Lane.	9/10/07	The neighborhood plan includes a long-term recommendation for a connection near the current pedestrian bridge. However, it must be noted that a new bridge across the Beltline is unlikely unless it is included within a large Beltline reconstruction project.	Yes	
The neighborhood needs quick police access.  The neighborhood needs better access.	9/10/07	The residential portions of the neighborhood are now isolated. The neighborhood plan recommends a connection between Deer Valley Road and Lake George Road.	Yes	
Cars have difficulty getting through the neighborhood, and that is a good thing. We do not want cars speeding through.	9/10/07	The neighborhood plan differentiates access and high-speed cut-through. The new road connections will increase accessibility, but street design and traffic calming will keep traffic at appropriate speeds. Additionally, other than Clausen St when Rimrock is backed up, the internal neighborhood streets do not provide easy regional connections, so it is unlikely that cut-through traffic will increase.	Yes	
There should be a traffic circle controlling traffic speeds.  There should be a roundabout controlling traffic speeds.  Do not create easy truck access to Rimrock Road. There needs to be a traffic circle or roundabout.	9/10/07	The neighborhood plan recommends that a new connection between Deer Valley Road and Lake George Road should slow traffic and discourage truck traffic. The plan will be changed to include a specific recommendation for a modern roundabout.		Yes
Could the Lake George/Deer Valley connection be just for pedestrians, bikers, and emergency vehicles?	9/10/07	It is possible to create a connection for only pedestrians, bikers, and emergency vehicles. Pedestrians and bikers now use the informal paths between Deer Valley and Lake George, To allow emergency vehicles to pass through, the entire road would need to be constructed, and then blocked, so a full infrastructure investment is needed without the full potential benefit. However, because the risk of cut-through traffic is low and traffic calming will slow traffic, the neighborhood plan recommends a full connection.		
Traffic on Ski Lane should be slowed through traffic calming	9/10/07	The neighborhood plan recommends improvements like traffic calming to encourage appropriate vehicle speeds.	Yes	
There are too many trucks on Ski Lane	9/10/07	The reconfiguration of the Ski Lane connection to USH 14 planned by WisDOT will reduce the number of trucks on Ski Lane.	Yes	

Roundabouts and traffic circles may be effective, but they create angry neighbors and road rage.	9/10/07	A goal of the neighborhood plan is safe neighborhood streets. Roundabouts and other traffic calming measures are effective at supporting safe streets. The plan will not accommodate neighbors that drive too fast on neighborhood streets.		
There is enough off-street parking in the neighborhood, so on-street parking isn't necessary.  On-street parking must be controlled or it will become a safety problem.  On-street parking is not appropriate while there are safety problems in the neighborhood, but it might make sense when neighborhood circumstances change.	9/10/07	While the existing residential uses have adequate off-street parking, redevelopment of these uses may create a need for on-street visitor parking. The neighborhood plan will be revised so that the need for on-street parking will be reviewed when neighborhood streets are improved.		Yes
Do not allow on-street parking. Instead, narrow travel lanes, keep bicycle lanes, and move curbs in to allow for sidewalks.	9/10/07	The neighborhood plan will be revised to encourage narrow travel lanes, bicycle lanes, and wide sidewalks. The need for on-street parking will be reviewed when neighborhood streets are improved.		Yes
Cars are now being abandoned in the Ski Lane Condo parking lot.	9/10/07	It is appropriate for neighborhood plans to make recommendations for public services and public decisions like land use changes. However, the abandonment of cars in the private condo parking lot must be confronted by the condo owners. The neighborhood plan will be revised to acknowledge this current problem and encourage cooperation between the condo association and local police.		Yes
The delay at the South Transfer Stop needs to be reduced; Route 16 could be extended to allow direct service	9/10/07	Metro Transit is not planning any route changes in the neighborhood in the short and medium terms, even as Novation Campus develops and there are significantly more workers. In the long-term, transit funding and service levels may change, so the neighborhood plan will be revised to recommend that Metro Transit reassess transit service in the long-term.		Yes
Bus transfers are becoming more time-consuming. Residents are biking instead of taking the bus to save time.	9/10/07	The neighborhood plan will be revised to recommend safe biking routes from the neighborhood to the South Transfer Station.		Yes
Bus stops should be located at the main entry points of buildings. It is difficult to walk far to a bus stop with children and packages.	9/10/07	Metro Transit determines the location of bus stops, based on safe locations for the bus to pull over and safe locations for riders to wait for and board the bus.		

There should be off-street bike trails across the Novation campus connecting Ski Lane and Rimrock Road  There should be off-road bike trails throughout the neighborhood and Novation campus.	9/10/07	The neighborhood plan includes on-street bike connection along Deer Valley and Lake George. In urban areas where there are many street crossings, on-street bike lanes and other bike-friendly streets are safer than off-street bike paths because users are more visible to drivers and others.		
There needs to be a safe bike route between Southdale and Goodman Pool	9/10/07	The current safest bike route is across the pedestrian bridge, east on West Badger, north on Rusk Avenue (which becomes Koster St), and then on an off-street bike path through Quann Park and across Wingra Creek on a bridge. This route is about 1.75 miles. The riskiest area for children on bikes is crossing and riding on West Badger. The neighborhood plan will recommend changes to this road to make it more pedestrian and bike friendly.		Yes
There should be a full bike lane on East Badger. Car drivers do not care about bicyclists.	9/10/07	There are existing bike lanes on East Badger. The neighborhood plan recommends that these bike lanes remain.	Yes	
Bike/ped circulation throughout area (including children)  Missing: Good transportation network for bike/ped	10/14/07	The neighborhood plan includes recommendations for improved bicycle lane and sidewalk networks within the neighborhood and connecting outside the neighborhood.	Yes	
Rimrock Road needs widening. Southbound congestion is a concern.	9/10/07	As development and redevelopment occurs along Rimrock Road, the County will seek to acquire additional road right-of-way allowing for future expansion of this roadway.		
Rimrock Road should remain a slow, residential street  Rimrock Road should be a 2-lane, slow road. Regional traffic should be on Beltline and USH 14	9/10/07	Rimrock Road is now a county highway and a regional connector. The neighborhood plan recommends that changes to Rimrock Road provide safe crossing points for pedestrians and bicyclists, and significant landscaping.		
Neighborhood residents need more time to think about what Rimrock should be like	9/10/07	Residents will have opportunities to suggest changes to Rimrock at the two remaining neighborhood meetings.		
If there is a median on Rimrock, will residents with private driveways be able to turn left?	9/10/07	No. The Wisconsin Department of Transportation considers private driveways on regional roadways to be dangerous, for both the residents and the pass-by drivers. Divided roadways have breaks in the median to allow for safe U-turns by residents.		

The Rimrock/Engelhart Drive intersection should be safer. It is now an awkward intersection and on-coming traffic is hard to see when turning.	9/10/07	The neighborhood plan will be revised to note the limited sight distance, and that this issue should be considered when changes to made to the Rimrock/Oregon Rd intersection.		Yes
How will future changes to the Rimrock/MM/Oregon Road intersection work? Ski Lane residents need two ways into Madison – Badger Lane and USH14. Turns need to be maintained.  Drivers on Ski Lane need to be able to make a safe southbound left turn.	9/10/07	The Wisconsin Department of Transportation does not consider the Oregon Road connection to USH 14 to be safe and plans to close this connection. Two ways into Madison will be maintained – via East Badger, and down Oregon Road to the safer McCoy Road interchange with USH 14.	Yes	
We would like sidewalks within the neighborhood.	9/10/07	The neighborhood plan includes recommendations for sidewalks on both sides of every street.	Yes	
Most of the residents on Clausen Street do not want sidewalks.	9/10/07	The neighborhood plan recommends sidewalks on every street within the neighborhood for the safety of pedestrians. Given the vehicular cut-through on Clausen Street, sidewalks are even more important.		
Neighborhood services need to be within walking distance.	9/10/07	The neighborhood plan supports neighborhood services within walking distance, which is commonly considered a maximum of ¼-mile. Rimrock Road is within walking distance of Southdale Park only if the Deer Valley/Lake George connection is made.	Yes	
The neighborhood plan should explicitly support the commuter rail stop in the neighborhood.	9/10/07	The neighborhood plan will be revised to reflect the low probability that a commuter rail station will be created in the Southdale neighborhood. Nonetheless, the plan will explicitly support the rail stop and related development around it.		Yes
The Novation Traffic Impact Analysis should be made public.	9/10/07	The preliminary report has been provided to the county, City of Madison, City of Fitchburg and Town of Madison.		
Traffic concerns – gridlock/congestion; isolation of neighborhood	10/14/07	The neighborhood plan contains recommendations to reduce the congestion at the Rimrock/Oregon road intersection and to reduce the isolation of the neighborhood by connecting Deer Valley and Lake George.	Yes	

<b>Public Process</b>				
<b>Planning Process Pace</b>				
<p>Residents would like additional time to review both the Southdale Neighborhood CDP and the Novation Campus CDP.</p> <p>Five or six more forums similar to tonight are needed in order for the Southdale Neighborhood CDP to be a success.</p> <p>Residents need another meeting in order to provide input and make decisions.</p> <p>More meetings like the one tonight are needed before there can be an approval.</p> <p>More time is needed for the residents to review the document.</p>	9/10/07	<p>The neighborhood planning process has been extended, with four additional neighborhood meetings sponsored by the City of Fitchburg and the Town of Madison.</p>		
<p>There should be a goal of a certain percentage of response for comments from the neighborhood. The process needs to take input from a larger population before it moves forward.</p> <p>A survey should be mailed to each resident. This would allow all residents to have a role in the outcome. If a resident does not respond, there should be multiple attempts to contact them.</p> <p>The highest populated areas are always under represented.</p>	9/10/07	<p>The input of neighbors is essential to creating a neighborhood plan. However, some residents are not interested participating, and their decision should be respected.</p> <p>Neighborhood surveys typically have return rates of under 10 percent, so they are not a good method at getting resident input.</p> <p>Instead, this process has relied on a series of six weekday evening neighborhood plan meetings at a location near the neighborhood, two City of Fitchburg neighborhood meetings, and extensive stakeholder interviews.</p>		

<b>Other Public Process Comments</b>				
<p>Meeting notices should be guaranteed to reach each and every resident.</p> <p>Meeting notices to meetings did not reach all residents. They should be mailed to each residents address.</p>	9/10/07	<p>Meeting notices are sent to a mailing list that includes all addresses known by the Town of Madison and the City of Fitchburg. The addresses include business owners, homeowners, and rental units. Additionally, the meeting notices are posted at public locations in the neighborhood and listed on the Town of Madison and City of Fitchburg websites.</p>		
<p>The neighborhood has limited time and resources for meeting notices, etc. They would like help in their efforts from the other parties involved (Town, City, JJR).</p>	9/10/07	<p>The leaders of the neighborhood association should contact the Town of Madison and the City of Fitchburg for assistance.</p>		
<p>More feedback on the Novation Campus is needed. Residents would like a longer and more involved public process to add input prior to approvals.</p> <p>Residents feel that they have no say in the Novation Campus approval process. They would prefer to see something more beneficial to the neighborhood.</p>	9/10/07	<p>The preparation of the Southdale Neighborhood Plan is not connected to the preparation and review of the Novation Campus CDP. Residents should contact the Town of Madison for more information regarding the Novation Campus CDP.</p>		
<p>There was confusion regarding the relationship between the Novation Campus CDP and the Southdale Neighborhood CDP. Residents feel that Novation Campus is a done deal and they had very little or no say in what happens with the Novation Campus.</p>	9/10/07	<p>The distinction between the Novation Campus CDP and the Southdale Neighborhood Plan will be stressed at neighborhood meetings.</p> <p>The Southdale Neighborhood Plan is the general vision for the neighborhood. All changes within the neighborhood, including redevelopment projects like Novation Campus, should be completed within the recommendations of the Southdale Neighborhood Plan.</p>		
<p>The meeting location at Alliant Energy Center made it difficult for residents to attend as most of them rely on walking, biking or public transportation.</p>	9/10/07	<p>The Alliant Energy Center meeting location was chosen because it is about 1 mile from the neighborhood, it is served by multiple bus routes, it is a large public place, and it is cost-effective.</p>		
<p>Good to have this dialog.</p>	9/10/07	<p>Effective neighborhood plans are based on significant input from residents throughout the process.</p>		

How will recommendations be held accountable?	9/10/07	Neighborhood plans provide guidance to public decision-makers, including elected officials and staff. The Southdale Neighborhood Plan will guide decisions by the Town of Madison, the City of Fitchburg, the Wisconsin Department of Transportation, and others. Neighborhood plans provide guidance, but elected officials are free to make any decision they feel is in the best interest of the community. Neighborhoods plans are most effective when they are publicly supported by neighborhood residents and business owners whenever a decision that affects the neighborhood will be made.		
Leave the Clausen Road single family area out of the study. These residents had not been notified that they are part of the process until recently.	9/10/07	The City of Fitchburg has decided to include Clausen Street within the Southdale Neighborhood Plan.		
Include neighbors to the east of Rimrock Road in the planning process. Many of them use the Southdale Neighborhood.	9/10/07	The residents that live east of Rimrock Road will be impacted by the Southdale Neighborhood Plan, particularly changes to Rimrock Road. However, the Town of Madison and the City of Fitchburg would prefer that the residents of Southdale prefer its own neighborhood plan.		
The community needs another planning process that starts from general brainstorming (no ideas assessed or discarded).	9/10/07	Neighborhood residents have provided input throughout the planning process and will continue to. This input should be valued and not discarded by starting the process over.		
Our recommendations have not been taken seriously. Do not change the architecture. Do not change anything. This is a destruction of nature. Clean up the trash.	9/10/07	The comments and recommendations from residents have been considered, although not all have been incorporated into the neighborhood plan. The neighborhood plan does not recommend any changes to building architecture. Residents have indicated many issues that they would like changed, and change is already occurring within and around the neighborhood. This neighborhood plan provides guidance to ensure that this inevitable change will benefit the neighborhood as a whole. The neighborhood plan supports sustainable development patterns, including the cleaning and sealing of the existing brownfield areas. The plan preserves and enhances Southdale Park and seeks to locate permanent community garden space.		
Do not impose our comments with yours.	9/10/07	The neighborhood plan will represent a consensus vision for the neighborhood. "Consensus" does not mean everyone will agree with every recommendation. The neighborhood plan will include all submitted resident comments.		