

Minutes
SW Neighborhood Steering Committee
Tuesday, November 28, 2006
Wisconsin Youth Center, 1201 McKenna Blvd.
6:30 – 8:30 p.m.

SW Steering Committee Members: Ann Barker; Kara Boeldt; Sandy Erickson; Ernie Horinek, Tim Johnson; Douglas Kammann; Joel Kupferberg; Marge Liss; Larry Luther; Tom McKenna; Durrell Ramer; Karen Sielaff; DeKendra Stamps; Lisa Subeck; Bryan Summ. City Staff: Jule Stroick; Archie Nicolette; Linda Horvath; Parisa Ford.

Absent: Christie Howell-Yrios; Susan Clay

Others: Alderperson Cindy Thomas, Alderperson Jed Sanborn, Co. Supervisor Matt Veldran, Joan Horinek, John Whitley; Thuy Pham-Remmele; Marlys Miller; Tony Smick; Karen Deaton

I. Introductions

Steering Committee members introduced themselves and identified one positive initiative they had been involved with in the study area:

- Marge Liss: obtaining playground equipment for the Lucy-Lincoln-Hiestand Park; planning an electronic newsletter for the Prairie Hills Neighborhood.
- Rick Stirr: rehabilitation of properties in the Bettys-Teresa area; planning to showcase a model home; seeking ways to increase ownership in the area with Anchor Bank.
- Lisa Subeck: serving as the Woodhill Condo Association president; serving on the Wisconsin Youth Center Committee to obtain funding and plan programs for 2007 and 2008.
- DeKendra Stamps: gathering information about experiences in and ideas for the Meadowood Neighborhood for the *Meadowood on the Move!* Project.
- Larry Luther: serving as president of the Meadowood Neighborhood Association.
- Brian Summ: various community contributions through his business, Anchor Bank, in the Meadowood Shopping Center.
- John Whitley: will be moving his business, Best Cleaners, to make way for Walgreens in the Meadowood Shopping Center.
- Joel Kumpferburg: property owner in the Meadowood Neighborhood trying to increase community pride.
- Karen Seilaff: working with Caleb Bedford to address safety issues in the neighborhood.
- Durrell Ramer: worked with Greentree Neighborhood to create the welcome sign to their neighborhood; trying to improve communication between neighbors.
- Kara Boeldt: sponsoring a women's self-defense class for the Orchard Ridge Neighborhood.
- Tom McKenna: serving as president for the Orchard Ridge Neighborhood Association.
- Ernie Horinek: working in the Balsam Road area to improve tenant screening, landlord property management, and renter participation in community events over the last 10 years; sponsors pool passes for youth in the Balsam Road area; met with the Mayor to discuss the Balsam Road area during his recent tour of the Southwest planning area.

II. Approval of November 14 Minutes

McKenna motioned to approve, Erickson seconded the motion.

III. Status of Planning Activities

A *community services directory* has been compiled to identify what resources are currently available to the study area, where services may be duplicated, and where gaps may exist. A draft of this directory will be provided for review at the next meeting.

The Wisconsin Youth and Family Center received \$70,000 in the City Budget for 2007. This will finance an extension of evening hours, expansion of the van transportation service route to and from the building at 1201 McKenna Blvd., expansion of the summer leadership camp program, and establishment of after school childcare beginning in September of 2007.

Dane County Supervisor Veldran stated that the Southwest Neighborhoods received a total of \$16,000 through the Dane County budget process. A portion of the monies will be allocated to Madison School and Community Recreation programs held at local schools.

IV. Review/Discussion of Neighborhood Issues

Using the responses of residents to questionnaires and interviews, City staff identified the following eight broad issues in the study area:

1. Neighborhood/Personal Safety
2. Housing Preservation, Maintenance, and Stability
3. Circulation/Connection for Pedestrians, Bicyclists, Vehicles, and Busses within the Neighborhood and to Destination Points
4. Delivery/Support of Community Services and Programs
5. Strengthening Community Interactions/Networks/Alliances
6. Physical Appearance/Places/Image
7. Parks, Open Space and Recreation
8. Business Attraction, Retention and Employment

The first three issues were discussed at the November 14 meeting, and the remaining 5 were discussed at this meeting. Participants highlighted points under each issue that they felt should be a major focus. These points are listed below:

4. Delivery/Support of Community Services and Programs

Summary: Community centers, centers of worship, the library branch, public schools, and service providers have experienced an increase in demand for their services. There are currently small areas of poverty dispersed in several places within the neighborhood. This makes it difficult to provide services that are visible, accessible and cost effective.

Major Focus:

- English as a Second Language classes are needed.
- The list of community service centers should include the lists of the services provided.
- The SW neighborhood should build engagement in the neighborhood and one way to do this is by forming a neighborhood within a neighborhood.
- We should improve our communication about criminal activities in the neighborhood.
- We need to examine drug issues and poverty.
- Connect the library with young people.

- The SW planning process should identify the needs of seniors and the services that could address these needs.
- An ambulance is needed at the Westside fire station. The 2008 budget apparently includes funding for one.
- We should use the SW planning process to figure out how to improve services for homeless populations. There are some overcrowded apartment units in the planning area that sometimes have two families living in one unit.
- Housing providers have their hands tied by the City in their efforts to address overcrowded apartments and other pressing tenant issues.
- Landlords need more information from the Police about criminal activities.
- People seeking jobs need employment assistance.
- This planning process should undertake a review of the types of businesses offered in the planning area and determine if there is a broad enough array of job possibilities for job seekers.
- In some cases, people who depend on public transit spend two hours each way getting to their workplaces. Public transit is often an inconvenient way to get around.
- Do we need daycare services in the planning area? This planning process should help us answer this question.
- Residents caught in the cycle of poverty sometimes have bad credit histories and therefore they have difficulty setting up checking accounts. We should provide money management and financial planning assistance to help these people break the poverty cycle.
- There are not enough sidewalks in the planning area. However, some residents would rather not have sidewalks on their blocks.
- The SW planning process should help establish additional comprehensive programs for youth. Lack of youth programming is particularly apparent in the summer.

5. Strengthening Community Interactions/Networks/Alliances

Summary: Residents, businesses, and organizations within the planning area have the willingness to continue to improve the assets of the area. At this time, these groups are working independently (or in minimal cooperation). One strategy would be for the groups to develop priorities for the area. This will help concentrate time, effort, and monies on the priority issues.

Major Focus:

- Establish a greater sense of ownership and pride in the SW planning area.
- The first priority above all else is improving safety in the SW planning area.
- This area needs more gathering places such as coffee shops. How about creating more gathering places at Meadowood Mall?
- Technology can be used to connect neighborhood associations. For example, the Orchard Ridge neighborhood has a web blog; websites can also be used.
- Neighborhoods also need to share information among themselves by means other than the Internet since many people do not have access to it.
- How about establishing a swap of items that people no longer want. The swap would provide residents a first chance at these items. It could be a web-based.
- Let's encourage more renters to become involved in this planning process.

6. Physical Appearance/Places/Image

Summary: Meadowood Shopping Center is viewed as one of the primary focal points of the neighborhood. Because of this, it's important to improve its sense of place. This may help to

promote greater social interaction. A face-lift will occur at the shopping center in the near future that will improve its outward appearance and may provide an opportunity to create places for social interaction. Proposed transmission lines along the West Beltline is of great concern to area residents.

Major Focus:

- This process should address the unsightly empty lot next to the Meadowood Shopping Center.
- Kwik Trip at the corner of Schroeder and Gammon Roads is unsightly.
- Keep the library at the Meadowood Shopping Center.
- Add more play equipment in the area parks.
- There are often shopping carts dumped around the neighborhood. Adding bus stops at Woodman's and Wal-Mart might help address this problem.
- We need to provide recycling and garbage information to renters.
- Let's think ahead to the problems that Walgreen's might bring such as loitering, garbage and late night hours.
- Balsam Road needs sidewalks.
- Rental properties with lots of vehicles parked in yard are unsightly.
- We need more enforcement of physical appearance issues by City Building Inspection.
- We should organize locally based initiatives to improve appearance such as neighborhood planting days for property owners that cannot afford to landscape.
- More lighting is needed around the neighborhood to improve safety.
- Better tree trimming is needed which will both improve this area's appearance and it will also make driving safer by clearing sight-lines.
- Enforce parking infringements and this will help reduce cluttered look of the area.
- People sometimes park their RV's on the street.
- Parking signage is not good. Information about parking restrictions should be circulated in the neighborhood, e.g. alternate side parking.
- The back of the Meadowood Shopping Center needs better lighting.
- Overgrown weeds in medians, intersections should be removed.
- The planning area needs more garbage cans – especially in highly visible locations such as heavily traveled intersections.
- Dog waste is sometimes a problem.

7. Parks, Open Space and Recreation

Summary: Elver Park dominates the area but does not necessarily fulfill the function of a neighborhood park. Most of the parks are in parkways, but these parks are not necessarily visible or accessible. The amount of greenspace throughout the area is a major asset to that should be further explored.

Major Focus:

- We need a doggy park at Lucy Lincoln Hiestand Park or in another location.
- Park space in the SW planning area is underutilized because it is underdeveloped.
- More water fountains and toilet facilities are needed in the area parks.
- Elver Park could be made into a hub like Warner Park is on the north side.
- We could benefit from a community center at Elver Park.
- Elver Park could become the location of the City's second public swimming pool. Other water features such as a splash park and spray facilities could also be added.

- Additional play equipment should be added to the pocket parks.
- Where the Lucy Lincoln Hiestand Park sidewalk intersects with Raymond Road, a curb cut and flashing lights are needed.
- We should identify and determine how to address adult needs at area parks.
- Booming base coming from Elver Park should be reduced.
- We should consider adding community gardens to area parks and open space.
- We need to improve safety in the area parks – safety issues are keeping people of all ages from using area parks as much as they otherwise might.
- What use(s) could be made of the Hammersley Road greenspace area?
- Meadowood Park is underutilized – one use to add might be community gardens.
- There should be more summer activities in area parks.
- The Elver hilltop and area behind is overgrown making it seem unsafe.
- Bike patrols could be added to parks.

8. Business Attraction, Retention and Employment

Summary: The SW Neighborhood Planning area includes an array of commercial uses. The Meadowood Shopping Center is the focal point of neighborhood-oriented businesses and services. Meadowood Branch Library, a financial institution, and other neighborhood-oriented businesses occupy the lease space. Large employment centers, CUNA, UW Research Park, and West Towne Mall, lie to the north of Beltline. Redevelopment of underutilized sites (i.e. former Timberlodge and a large area of the research park) as well as reinvestment in existing businesses (Vitense Golfland) is occurring.

Major Focus:

- The pet store owner (where located?) is concerned about cut-throughs.
- The Seybold Road area should be considered for additional businesses.
- With businesses leaving the Meadowood Shopping Center, we should consider what businesses we would like to fill the empty storefronts.
- This area could use a job training facility, perhaps at the Meadowood Shopping Center. This could be through MATC or another affiliation.
- Westgate and West Towne are possible redevelopment sites and we should start thinking about what we would like these sites to become.
- The City should think about how to become more business friendly learning in particular from the example of EPIC leaving the City.
- It is difficult to access businesses on the North and South sides of the planning area because North/South transportation is not very good.
- As we think about adding businesses to this area, we should remember that traffic is already a problem and it may become worse as the number of businesses increases.
- We should think about the various effects that will occur with the addition of the Super Target on Highway PD, Wal-Mart in Monona, and Costco in Middleton.
- The library should be expanded.
- There is limited commercial property in the Orchard Ridge and Meadowood neighborhoods.
- We need to solicit the input of the owner/leasing agent from the Meadowood Shopping Center.
- What about pursuing a public market/farmer's market for this area?
- A community center could be added to the empty lot adjacent to the Meadowood Shopping Center.
- We need a family restaurant, which could become a gathering place.

- The Gammon Road stretch of businesses is poorly maintained. This stretch appears “dumpy”. Businesses come and go and it might be a good idea to try attracting longer-term businesses to this area.
- The area adjacent to Vitense with the grocery and automotive repair business might be a good redevelopment site.

Planning Staff also asked participants to identify community-gathering places in the study area. The following places were identified:

- Meadowridge Branch Public Library
- Lucy-Lincoln-Heistand Park
- Elver Park
- Meadowood Shopping Center (inside coffee and pizza shop; in front of building and in the parking lot)
- Orchard Ridge Elementary School playground
- West Police Station conference room
- Good Shepard Lutheran Church
- Vitense Golf Course

V. Other Business

Neighborhood involvement and participation is welcomed throughout the planning process. Residents and other neighborhood stakeholders may refer to the planning website for more information on the planning process, background information on the study area, and neighborhood contacts: <http://www.cityofmadison.com/swnp/>.

Planning staff also asked participants to identify any other individuals or organizations that should be involved in the planning process, to review the colander of activities in the planning area, and to offer additional methods of communication and participation. The following suggestions were made:

- Flyers with planning process information could be included in school flyers.
- We could send press releases to announce meetings and other planning process events.
- We need to compile a list of landlord contacts.
- Plan information could be included in neighborhood association newsletters (need deadlines for publication).
- We could send a coordinated letter to the planning area.
- Plan information could be included in church bulletins.
- Meadowood on the Move interviewers could disseminate flyers.
- What about doing a large mailing to all residents and businesses? This would be too expensive.
- Send meeting notices to MLG, Munz, Meadowood Mall, and large apartment complexes like the Orchard Ridge Apartments.
- Canvassing the neighborhood with flyers might be a good idea.
- The Meadowood Neighborhood Association could distribute flyers.
- Mike Bruce is knowledgeable about the issues of the neighborhood. We should invite him to attend our meetings.
- Our informational materials should be translated into Spanish to encourage Hispanic residents and business owners to become engaged in our planning process. Centro Hispano could help with Spanish translation.

- Flyers could be sent to Churches including those outside the planning area that SW residents frequent.
- Flyers could be posted at grocery stores, the library branch, bank, post office, Market Square, and Whitney Square.
- We could invite the landlords of large apartment complexes to ask their tenants to participate in our planning process. Some of the complexes that we might target include Willow Point and Country Meadows.

More information on the dates, times, and locations of community-wide meetings will be provided at the next Steering Committee Meeting.

VI. Next Meetings

The next Steering Committee Meeting is scheduled for December 12, 2006 at Good Shepard Lutheran Church. Steering Committee Members will prioritize 3-5 top focus areas for each of the 8 issues previously discussed; Members will then prioritize which of the 8 issues will be given most concentration during the planning process. Bill Bauer, City of Madison Parks Department, will also be present to talk about open spaces and recreational facilities in the planning area.

Dates and locations for future Steering Committee Meetings have been scheduled as follows (all meetings will run from 6:30 pm to 8:30 pm):

December 12: Good Shepherd Lutheran Church, 5701 Raymond Rd.

December 19: Wisconsin Youth & Family Center

January 9: Good Shepherd Lutheran Church

January 23: Wisconsin Youth & Family Center

February 13: Westside Police District, 1701 McKenna Blvd.

February 27: Westside Police District

VII. Adjournment

The meeting adjourned at 8:30 p.m.