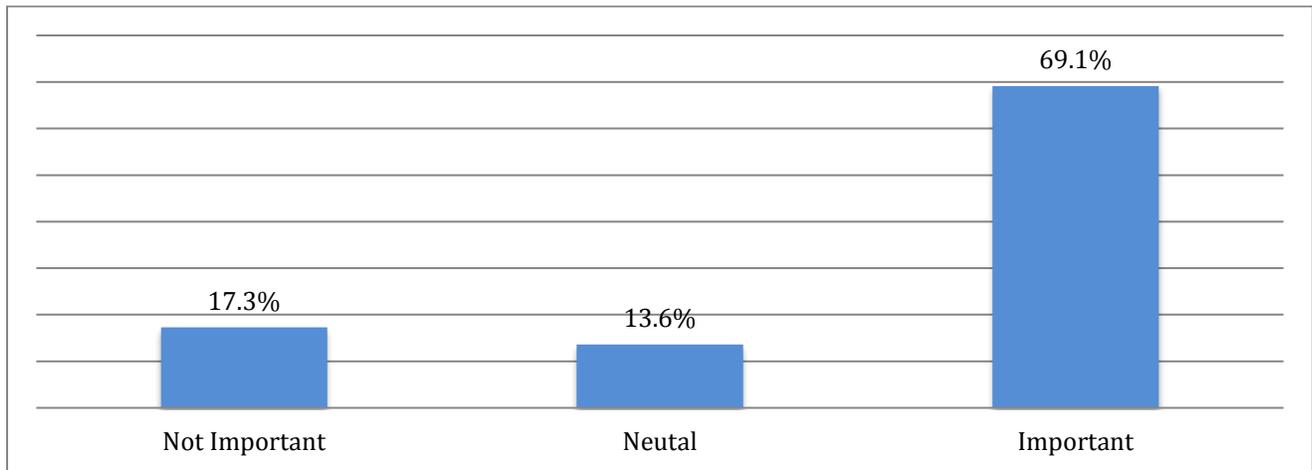


**BAY CREEK NEIGHBORHOOD ASSOCIATION
PLANNING & ECONOMIC DEVELOPMENT COMMITTEE (P&ED)
1202 & 1402 S. Park Street Survey Results**

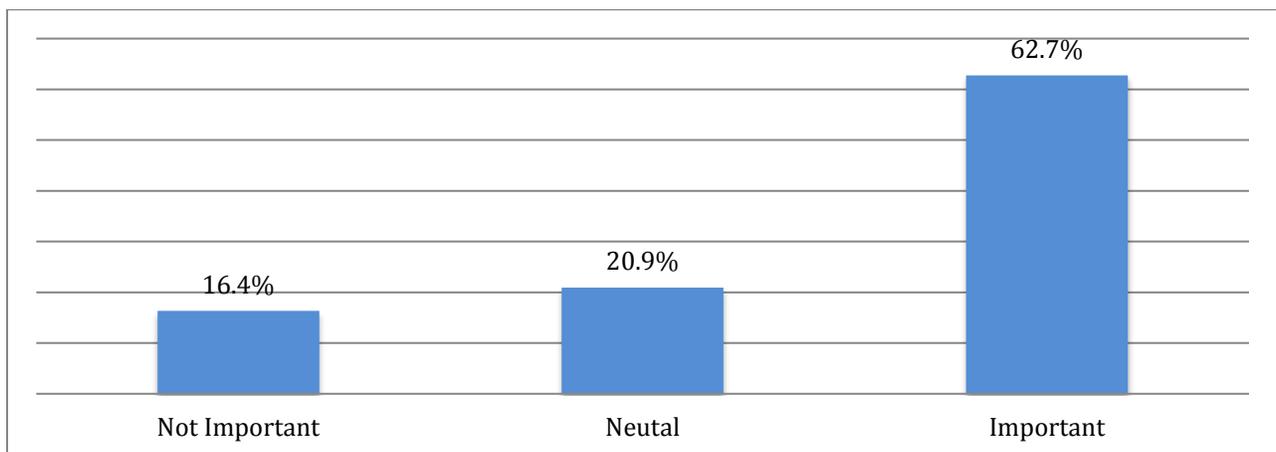
P&ED conducted a survey of the Bay Creek neighbors' opinions regarding the proposed development at 1202 S Park Street, and future development at 1402 S Park St. The survey was open from December 15, 2017 to January 9, 2018 and 110 neighbors participated. Below is a summary of the responses.

1. How important is the addition of permanent supportive housing (housing with support services for people who have experienced homelessness) in Bay Creek?



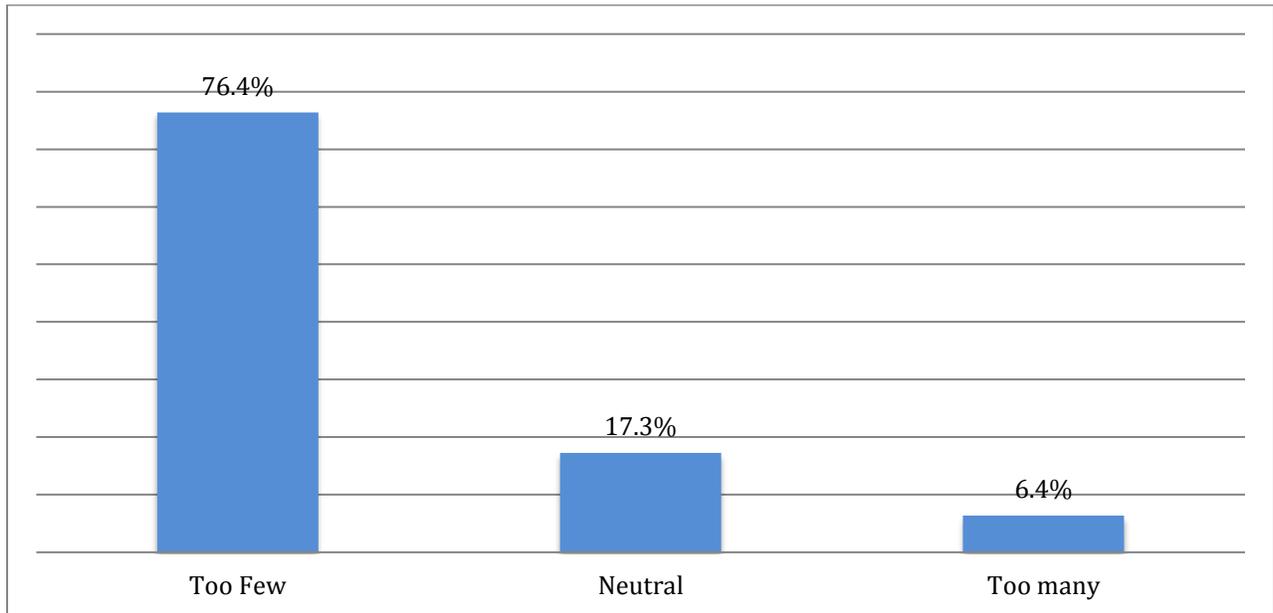
The majority of Bay Creek residents think it is important to have permanent supportive housing in our neighborhood.

2. How important is it that permanent supportive housing developments include on-site green space for gardening or recreational use by residents?



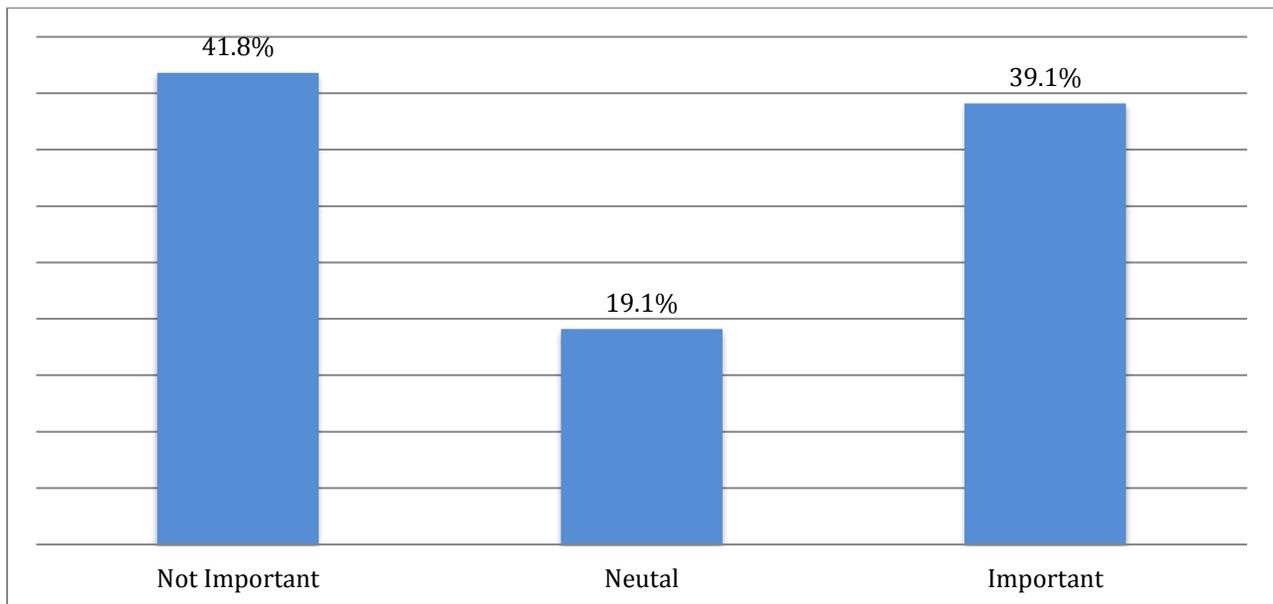
The majority of Bay Creek residents think it is important that permanent supportive housing developments include on-site green space.

3. Will the 8 on-site parking stalls planned for 1202 S. Park Street meet the needs of staff, residents, guests, and customers?



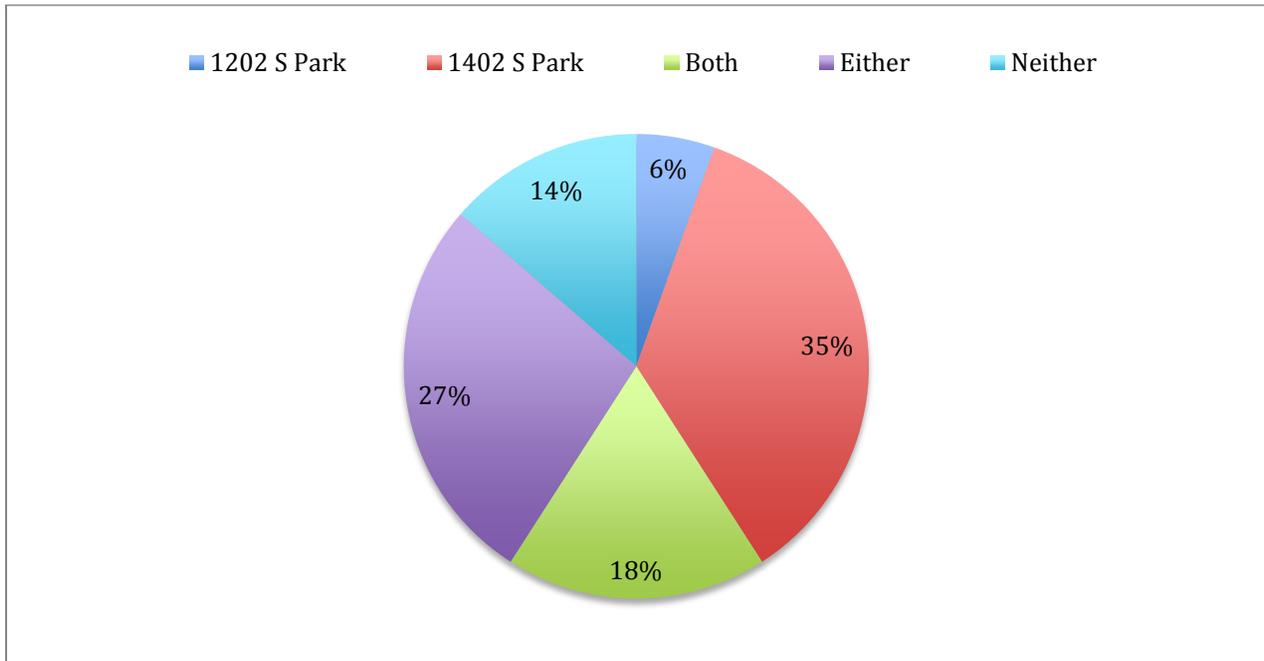
The majority of Bay Creek residents think that 8 on-site parking stalls will not meet the needs of 1202 S Park.

4. How important is it that the city develop 1202 S. Park St, as a site for permanent assisted affordable housing if Heartland does not receive WHEDA funds in 2018?



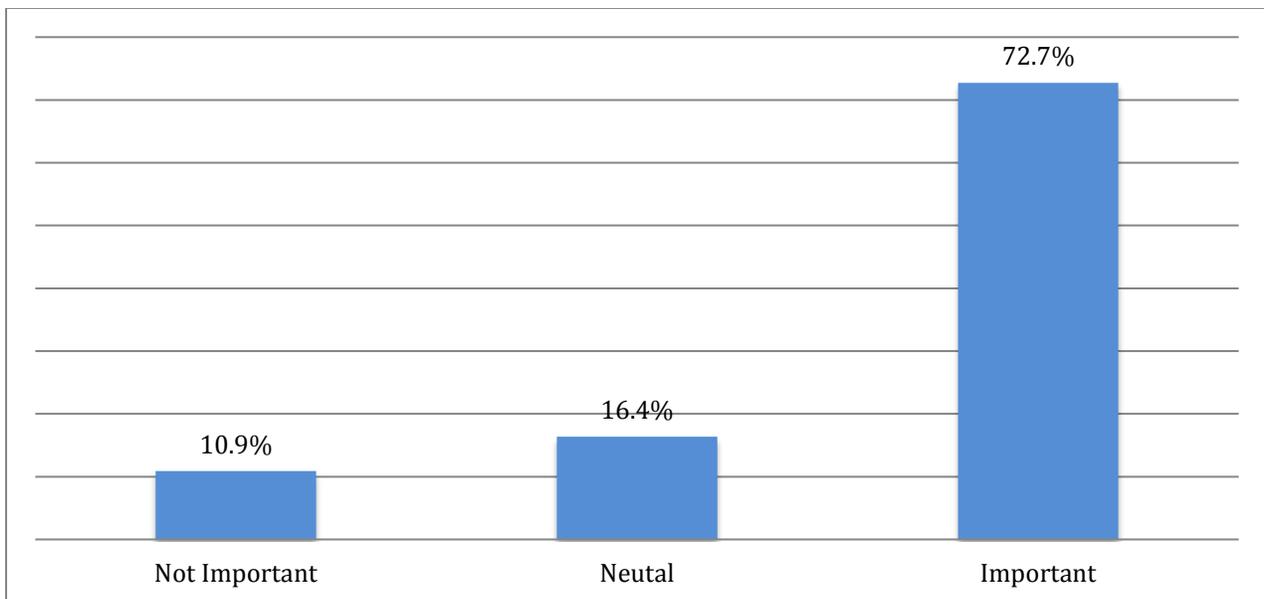
Bay Creek residents have a slight preference for not developing 1202 S. Park St. as a site for permanent assisted housing should Heartland not receive WHEDA funds. However the near parity between those responding that it is important vs. not important to go ahead with plans for permanent assisted housing at 1202 may be the result of poor question structure. This question should have been split into two questions.

5. **At which site(s) do you think the city should develop a permanent supportive housing project for people experiencing homelessness? (Respondents could choose only one option.)**



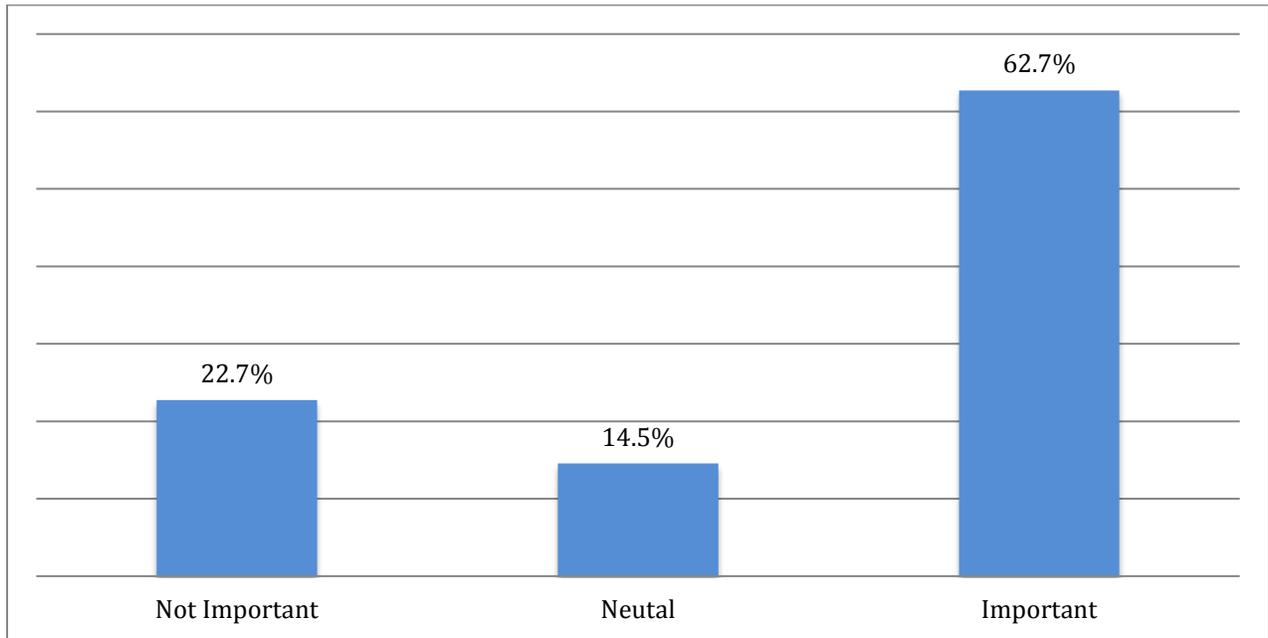
The response to this question suggests two main points: 1) 86% support some kind of assisted housing in Bay Creek; and 2) 35% support 1402, while only 6% support 1202.

6. **How important is it to consider community needs for public spaces or housing before proceeding with developments for 1402 S. Park Street?**



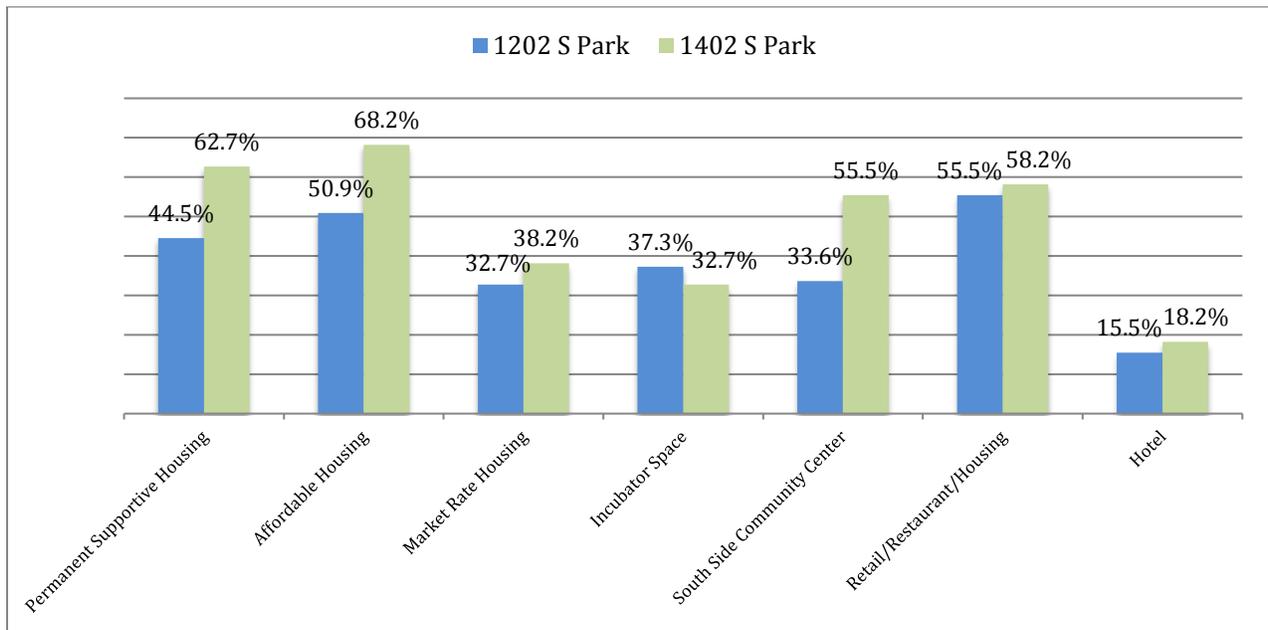
The majority of Bay Creek residents feel that it is important to consider community needs before proceeding with development at 1402 S. Park..

7. How important is it for the city to consider using part of the 1402 site for permanent assisted affordable housing?



The majority of Bay Creek residents think it is important to consider using part of 1402 Park St for permanent assisted affordable housing.

8. In your opinion, what could be developed on each site?



The response to this question suggests neighbors support retail/restaurant/housing and/or affordable housing at 1202 and permanent supportive housing and/or affordable housing at 1402.

SUMMARY/ANALYSIS:

Three major points emerge from this survey:

- 1) The majority of neighbors support permanent supportive housing in Bay Creek.
- 2) The majority of neighbors do not support 1202 South Park Street as a site for permanent supportive housing.
- 3) The majority of neighbors support 1402 South Park Street as a site for permanent supportive housing.

Elaborating on this further:

Question 5 shows that only 6% of neighbors support 1202 as a location for permanent supportive housing, while 35% support 1402.

In **Question 7** roughly 63% of respondents said that part of 1402 should be devoted to permanent assisted housing.

Question 8 has 45% of respondents supportive of 1202 as a location for permanent supportive housing and 63% supportive of 1402.

People were allowed to check off more than one response in Question 8, Thus the additional 39% for 1202 (45% vs. the 6% of Questions 5) and additional 28% for 1402 (63% vs. 35% of Question 5) may come from the category of people open to permanent support housing at either site (27% in Question 5) or those supportive of both (18% in Question 5).

Comments submitted with the survey—Common themes

- The need for a community center or mixed-use structure for healthy play, cultural events
- The need for garden plots
- Mixed concerns about homeless/shelter housing, including spillover issues that might arise to affect neighborhood quality of life negatively
- No more commercial space
- Concern about the Cedar St extension and the RFP for 1402 not including neighborhood involvement
- Concern that established development plans which included community input, such as the South Madison Neighborhood Plan, are being abandoned in favor of other interests

Comments submitted with the survey—Verbatim

Question 8 – Other Possible Uses for 1202 and 1402

1202 S. Park

- Continue Olin Ave thru at 1202, as the city directed 8(?) years ago.
- 1202 S Park would be best utilized by combining it with adjoining parcels to be able to build a larger mixed use structure with two levels of parking below the building. A portion of 1402 S Park could be combined with portions of an adjoining parcel to create a larger affordable housing structure with plenty of ground level green space for gardening and other tenant amenities and sufficient parking for the proposed use.
- I chose the community center for this site thinking that public transportation is very good and that its use would not require much parking, which is a problem on this site.
- Restaurant or kid-friendly faculty learning center
- 1202 should not have a restaurant-bar facility due to parking needs.

1402 S. Park

- Community gardens with agriculture self-sufficiency teaching on-site
- Pick N Save have a larger store
- Newer grocery store
- For 1402: Cooperative housing, Community garden, Art/dance studio space
- Community garden at 1402
- 1402 greenspace, park, retail, community center
- 1402 should be developed carefully, meeting various housing needs, the Cedar Street extension (?), and coordination with the Labor Temple and US Post Office properties on the larger corner development.

Either Site

A) Outdoor Recommendations

- Skate/bike park
- An actual park on Park St would be nice. Do not ignore traffic flow and parking issues. Perhaps more affordable housing and accommodation for the homeless in Maple Bluff.
- Community Garden
- Small parcel on its own. Will always have parking/traffic issues.
- Public market!
- Public Market

B) Community Buildings

- The neighborhood really needs a recreation and community center like Lussier (West Side), Goodman (East Side), Meadowood (Southwest Side), and Warner Park (North Side). The South Side lacks such a facility. A true community center on Park Street with gym and fitness, meeting, kitchen, and youth/adult/senior programming facilities would bring the area's many diverse racial and economic populations under one roof in a cooperative, fun and level-playing-field environment. With diverse programming, the location could draw people from Bay Creek, Burr Oaks, Bram's Addition, Capitol View and Leopold, all neighborhoods with economic need. It would serve all ages and a broad range of interests, just as the community centers in other corners of the city do. It could employ students from Madison College's new South Side campus, or even teens/adults who have experience with the youth programming at the Boys and Girls Club. The possibilities for developing local talent and job skills are endless. It would also fit with the missions of healthy living and wellness of the many nearby hospitals and health clinics.
- Community spaces that promote health-play structures and free garden plots that include free water. Also, drinking water and safe bathrooms.
- Library Express--- pick up Pre-ordered books only. Art Gallery-- something cultural that would be of interest to people as a gathering space. Like Lakeside Cafe or Cargo. A YMCA? A hangout spot for teens? Some space that would gather community and not solely be an independent business. A multicultural center? MATC?
- should be a destination, and a place multiple people can gather, even if they don't live there. South park street needs not only things to do, but places people can congregate.

C) Housing/Private Development

- To better develop the neighborhood and economy, market rate housing and business should be the priority. Those who are homeless can have help with housing, but not in an up and coming area where it will drive down property values.
- We sure don't need another hotel or market rate apartments and condos. there are enough being built on park already.

- Why commercial space at 1202? City has too many buildings with mandated commercial space that sits empty because it's too expensive for small businesses. Better to devote entire 1202 site to supportive housing and have enough parking for residents.
- UW Credit Union, branch library, bus transfer shelter/transportation hub, drug store
- Anything but the proposed supportive housing projects.
- Ice cream shop!
- Mixed housing, supportive and affordable and market rate.

Concerns About 1202 as the Site for Permanent Assisted Housing

- I feel that 1202 is a poor choice for the housing because of the busy and dangerous intersection of Park/Olin. The 1400 block would be preferable.
- I fully support affordable or permanent supportive housing on Park St. I do think the city should have considered land they already owned (1402) prior to committing to purchase other property?!?! the property at 1202 does seem very tight for what they propose. there needs to be adequate parking consideration if mixed use commercial properties on first floor. i have concerns about adding more commercial space when not all properties are currently being utilized (example St. Mary's first floor, etc.). the Olin and Park St Intersection is very busy. I anticipate that trying to get in and out of underground parking structure there would be difficult with current traffic flow.
- Don't know about the parking at 1202 Park St. It's not known what the commercial space will need. Seems like it would be better to have more housing and no commercial space. Eight spaces would probably be enough for staff and guests.
- Romnes Apartments are too close to the proposed sites. Developing 1202 Park St as supported housing would effectively bookend Emerson St and the densest part of Olin Ave between two stressed focal points.
- 1202 is a delicate site because of its location along a major corridor at a busy intersection that is also the head of a residential street of many single-family homes. The placement of a supportive housing development on so busy a street with no natural, green outdoor space for residents respects neither their basic human needs nor those of their immediate neighbors. It continues the city's haphazard, poorly conceived, money-driven development of S. Park. 1402 is a site of much possibility (and a much better choice of site for supportive housing) and limiting development at this site to only its most immediate neighbors shows lack of foresight.
- Pedestrian safety issues at South Park St. and Olin Ave. must be addressed. This is an extremely dangerous crossing, used by many people with children and disabilities trying to get across Park. Please make this intersection safe. It is terrifying to cross this intersection, day and night. We need a solution to safely cross the street for pedestrians. I see people nearly get hit every day, most are elderly.

Comments About 1402

- 1402 should definitely be mixed use, not any one single use. I oppose extensive car parking facilities in any case. I am in favor of higher residential density, under the condition that the quality of life for those residents is good, including acoustic privacy for residents in all apartment buildings, which requires quality building construction.
- A question: I'm not sure what the rationale is for the city to offer the remaining parcels of 1402 S. Park to adjacent businesses/landowners, or what the implications of that are. Who are the adjacent businesses/landowners? Would the neighborhood be better served if bidding were open?

Comments About Cedar Street Extension

- The proposed extension of Cedar St. to Fish Hatchery is NOT NEEDED, and will negatively impact the affordable housing at the Shenandoah Apartments.
- Extending Cedar St will make a dangerous 5-way intersection out of what is already a huge expanse of paving. Will need lights at the very least

- Living near Park Street on Cedar Street, I have reservations about Cedar's extension, thinking that this would probably result in much heavier traffic on Cedar Street. Think Olin, Gilson, Cedar to Fish Hatchery to South and West destinations. Not good! A loop street from Park Street to Wingra would allow development there and not change Cedar Street traffic patterns.

Comments About Neighborhood Involvement

- The city is wrong to go forward with an RFP for 1402 S Park without allowing the neighborhood to be involved in the process. Initial neighborhood input could help the adjoining landowners come up with a better initial RFP master plan concept that would accomplish the property owners' goals for the process while addressing the concerns and desires of the neighborhood residents at the same time. As opposed to the landowners creating RFP proposals that could clash with the neighborhood consensus of what should be included in an overall master plan for the entire Wingra BUILD triangle. The city should get the landowners and area residents working together on master plan concepts from the start; not work separately with commercial landowners on development proposals and only allowing the public to be involved after critical decisions have already been decided upon between the developer and the city. The latter is not how you perform a fully open and transparent process.
- Bay Creek should continue to have input into development of both sites, and the different development guidelines for the East and West sides of Park Street maintained.
- Both proposed development plans disregard the well-thought-out plans of many years and the input of many neighbors and past planners. They thwart the potential of a neighborhood/developer/city partnership that might have the potential of envisioning something truly great from the ground up that responds to local community need (especially given that this is city-owned land). They fly in the face of the city's purported practice of involving neighbors in the conceptual stages of planning and of transparency in its dealings with citizens. It is extremely disappointing the degree to which neighborhood input has been sidelined in the decisions that Plan has made regarding both 1202 and 1402 S Park St and the piecemeal way in which these two plans (and all plans to date along S. Park St have been made.
- Running after dollars as the city is doing with WHEDA because you think they may disappear is never the basis of a good plan of action. Solid, effective planning for new development should involve a thorough assessment of need and capacity of the neighborhood surrounding a development site--and should solicit the input of neighbors in arriving at this assessment. Other capacity needs to be considered as well, such as that of Heartland Housing, which has run into repeated problems at Rethke Terrace that have interfered with its goals of providing help for people who were formerly homeless, in building a solid organizational structure, and in interfacing in a healthy manner with its neighbors. Providing housing for homeless individuals and preserving the integrity of established, well-functioning neighborhoods is too important to take the do now and fix later approach that the city has proposed to take here at 1202. As for 1402, why in the world would the city not open the RFP to all who wish to arrive with proposals and why again wouldn't it start by assessing local need? Do we really believe that business will come up with the best solutions or the commonwealth?
- Development along S. Park needs to be better coordinated with neighborhood input and take into consideration existing plans. This effort should be led by our Alder since she should represent the interests of her constituents and the future of their neighborhood, and the development that will directly affect them.
- Please consider the impact on the current neighbors. We are the people who are being served by our government.
- 1202 is already demolished. Why has no one consulted with BCNA? Not a way to treat the neighborhood.
- Please keep asking for community input! We Bay Creekers deserve to be consulted and have helpful insight to offer if you listen.

General Comments About Development

- Park Street is too fast a corridor for retail. No more "shops!" Get us a good boxing gym.
- From 1202 to Wingra Dr. Is fine for development as there are no historic structures which will need to be razed in this area.
- Eliminate minimum parking requirements on new development. Encourage implementation of BRT route down Park St to the soon to be MATC south side campus.
- Please do not create a homeless shelter in this neighborhood.
- I am concerned a homeless living center will increase crime and drug use in the neighborhood. Evidenced by the issues we have at the top of state street by the square. Currently my car is always getting broken into, and once while warming it up before work in the morning. We have low income housing at the end of our street already. I think two low income housing properties on either side of Emerson is too much. And I have seen people deal drugs, and on drugs from the current existing location
- I'd like to see our neighborhood welcome housing for the homeless folks in our city, not bicker about where WE think it should go or how much green space WE think they should have. For God sake, let's got them someplace safe and secure in the location that can be developed quickest.
- I am supportive of housing for the homeless but am concerned about negative spillover effects, e.g., trash, loitering, drugs, etc. If the housing was well run and none of this was a problem it would be wonderful. But if it begins to feel like a dangerous location or somehow becomes a blight, this would be a problem. Affordable housing is an issue in Madison and I support building more attractive but affordable housing.
- I'm fine with development in general, although I am opposed to bringing in national chains / franchises. My enthusiasm for development decreases quickly when height is excessive (greater than 4 stories) and when parking is not adequately addressed (which seems to be the norm).
- The height of the buildings!! Too many skyscrapers ruining access to light. No more than 3-4 floors, and enough green spaces.
- would encourage neighborhood to not shy away from density on park St.
- Please keep in mind that residential neighborhoods abut Park Street. Development on Park Street can and should take place while retaining the essential character of these neighborhoods. Thanks for seeking our input.
- There are many new apts on Park St other than the sites mentioned or the T Wall projects--density and traffic flow need to be addressed for any options.