

To: Sara Eskrich, Heather Stouder
From: Planning & Economic Development Committee/Bay Creek Neighborhood Association
Re: Bay Creek Survey of Neighbors Re Development at 1202 & 1402 South Park Street
Date: February 15, 2018
Enc.: Survey Results

As requested by the Bay Creek Neighborhood Association membership in November 2017, the Planning and Economic Development (P&ED) Committee conducted a survey of Bay Creek neighbors' regarding opinions on Heartland Housing's proposed development at 1202 S Park Street and RFP development at 1402 S Park Street. The survey was open from December 15, 2017 to January 9, 2018, and 110 neighbors participated. BCNA held a special meeting of its membership on January 29, 2018 to discuss the results of the survey and to draft this letter.

- A) The enclosed survey results (attached) show that the majority of neighbors who responded welcome supportive housing in Bay Creek for individuals who have experienced homelessness. However:
- 1) The majority of neighbors who responded do not support 1202 South Park Street as a site for permanent supportive housing.
 - 2) The majority of neighbors who responded support 1402 South Park Street as a site for permanent supportive housing.
- B) The reason that these neighbors do not support locating Heartland's proposed or other assisted housing development at 1202 South Park Street is that they find the site lacking in factors that would contribute to its long-term success. According to survey respondents, 1202 South Park Street has:
- 1) Insufficient green design elements and green space for gardening or outdoor recreation to benefit the building's residents. Such green space would in turn would increase the building's energy efficiency and support the project's long-term sustainability, both of which are important to successful development.

As Kuo et al. found in a study at the University of Illinois Urbana-Champaign, the more there is green space in inner-city neighborhoods, the more that common public spaces are used by residents.¹ Compared to residents living near barren spaces, those closer to green spaces enjoy more social activities, have more visitors, know more of their neighbors, and have stronger feelings of belonging.²

- 2) Insufficient on-site parking to meet the needs of residents, staff, guests, and ground-floor business customers.

Lack of on-street parking is a long-standing issue in Bay Creek, and proactively considering parking issues will help the city avoid worsening the problem of overflow parking from South Park Street. For example, Rethke Terrace, with its 13 parking stalls for 60 residential units, guests and staff, currently experiences considerable overflow parking along its nearby streets.

- C) On behalf of BCNA and its membership, we ask you to support and help implement these steps:

Regarding 1202 S. Park Street, we wish to receive a copy of Heartland's most recently submitted proposal as soon as possible, and:

- 1) If WHEDA funding is awarded, we ask to meet with you, Planning staff, Heartland, and WHEDA within two weeks of the funding announcement to talk about potential improvements to allotted green space and parking in order to assist the city in avoiding the current set of problems seen at Rethke Terrace.
- 2) If WHEDA funding is not awarded, we ask to meet with you and with Planning staff to discuss what developments would be best integrated into the neighborhood at 1202 and 1402 South Park Street and the best placement of assisted housing in Bay Creek.

This meeting would offer the advantage of helping to ensure that the best decisions are made for this site by profiting from the wisdom of neighbors with respect to community needs and by building community

buy-in for city planning. It further offers the possibility of concurrently planning 1202 and 1402 South Park to realize the South Madison Neighborhood Plan of integrating South Park Street into the Bay Creek community and of implementing the city's policy for integrating large-scale development as expressed in the Wingra BUILD Plan.

Regarding 1402 S. Park Street, we ask:

- 1) To meet with you, Alder Carter, Planning staff, and the landowners/developers adjacent to 1402 S. Park Street within the next two weeks to discuss community needs and possibilities for development at 1402 that would meet those needs.
- 2) That you ask RFP applicants to send P&ED a copy of their proposals for developing 1402 S. Park Street when they submit them to the city.
- 3) To meet with you and with the other members of the RFP review team to discuss the strengths and weaknesses of each proposal before a winning selection is made.

These actions/meetings have the advantage of encouraging developers and the decision-making team to consider plans from the perspective and needs of the surrounding community as well as their own growth and of ensuring public participation in decisions that have an impact on community need and culture. The survey sent to neighbors asked for development ideas for 1402 S Park Street, and many ideas were generated in the comments section from a larger group of citizens than typically participates in conversations about neighborhood development. In listening to neighbors, you maximize community buy-in of the development of 1402 South Park Street and the likelihood that the city will make the best long-term decision for public benefit.

Both 1202 and 1402 S. Park Street are at the heart of Bay Creek, and the development that occurs here will shape the future of our neighborhood and have a profound impact on its way of life. Seventy-two percent of survey respondents believe that it is important to consider community needs for public spaces or housing before proceeding with development at 1402 S. Park Street. Neighbors also voiced the opinion at BCNA's special meeting on January 29, 2018 that development planning should treat 1202 and 1402 S. Park Street as two parts of a larger parcel, as indicated in the Wingra BUILD Plan. We owe this sort of careful, thorough decision-making to the future of our community. We thank you for your consideration of our concerns and for your efforts on behalf of wise planning and growth.

¹ Kuo, France E., William C. Sullivan, Rebekah L. Coley, and Liesette Brunson. 1998. "Fertile Ground for Community: Inner-City Neighborhood Common Spaces." *American Journal of Community Psychology*, 26(1), 823-851.

² American Planning Association. (2007). *Community Engagement*. Retrieved from <https://www.planning.org/cityparks/briefingpapers/communityengagement.htm>