

Growing Forward

Community Development Authority
Allied Drive-Dunn's Marsh Neighborhood
Re-Development Project – Phase 2



Preliminary findings from research conducted by Wood Communications Group regarding opinions and insights about Allied Drive-Dunn's Marsh Neighborhood development- March 2011



Situation Summary

- Through the collaborative effort of the Community Development Authority (CDA), the City of Madison and the Allied Drive neighborhood, the **Revival Ridge Apartment project has successfully been developed and is 100% occupied.**
- The CDA is now embarking on the **second phase of the Allied Drive redevelopment project** and is eager to find ways to ensure a smooth and successful process.
- One element of ensuring a smooth process includes **gaining a better understanding of the mood and temperament of residents** in the area and using that information to help shape future steps related to the project.



Objectives

- To gain a better understanding of the **opinions and impressions** of residents and various stakeholders in the Allied-Dunn's Marsh area.
- To create opportunities for “**community conversations**” and interactions during the re-development process – with the goal of **creating support and buy-in** from various target audiences.
- To identify **potential challenges to and opportunities** for advancing the phase 2 redevelopment project in the Allied Drive area.
- To utilize the information gathered in a way that helps **advance the redevelopment project.**



Summary of Research

- 1 focus group/small group discussion (9 participants) held February 28, 2011 at Revival Ridge Apartments Community Room
 - Neighborhood Association representatives
 - Dunn's Marsh Neighborhood Assoc.
 - Allied-Dunn's Marsh Neighborhood Assoc.
 - Landlords
 - Revival Ridge Apartments
 - Allied-Dunn's Marsh Landlord Association
 - Other stakeholders
 - Revival Ridge Tenant
 - Allied Dunn Subcommittee – CDA
 - Allied Area Task Force
 - Allied Wellness Center
 - Realtor



Summary of Research

- 4 one-on-one interviews with individuals who have some association with the area.
 - Revival Ridge Tenants
 - Police Officer
- On-line research
 - Historic research on the area
 - Limited research on comparable neighborhoods across the country

Summary of Impressions

Regarding Phase 1 Development



REVIVAL
RIDGE APTS



Summary of impressions

Theme 1:

Phase 1 has resulted in positive change to the area and is viewed favorably, overall

- “[Revival Ridge] is very attractive new construction.”
- “The appearance of the neighborhood is enhanced”
- “People seem to be more proud of their homes now. You see people stop to pick up trash rather than just walking right by it.”
- “We are seeing lots of changes for the better.”
- “You see people outside and talking with one another.”
- “[Revival Ridge] has helped clean up the neighborhood.”
- “Revival Ridge is a great example of what development SHOULD look like.”





Summary of Impressions

Theme 1: (continued)

Positive change

- “It took a little while for neighborhood residents to realize that Revival Ridge is ‘here for them’ and not a way to drive people out of the neighborhood.”
- Biggest visible change - kids playing outside, riding bikes, playing in the parks. “Looks like a neighborhood you’d see on TV...like from a 70’s TV show.”
- “There has been a constant progression away from the previous gun calls and gang violence of years ago. Now, by and large, police calls are the same type of domestic calls you’d see in any neighborhood.”

Summary of impressions

Theme 2:

There is a sense of pride in the neighborhood

- “People who don’t live here don’t know how nice it is and how friendly people are.”
- “I think our growing diversity makes Madison a better place to live.”
- “People need to realize that this isn’t just a show. They need to meet with residents and see that this is a nice community.”
- “I’m in love with the neighborhood. There are so many incredible individuals. I am humbled by their life stories.”



Summary of Impressions

Theme 3:

There is a sense of hope for the future of the area

- “It is a neighborhood on the rise.”
- “It is an emerging neighborhood and it is turning into a vibrant neighborhood.”
- “It feels like there will be more stable, safe living options here now.”
- “There is a strong group of concerned neighbors trying to improve the area.”
- “I hope the neighborhood doesn’t spiral back down. I don’t think that will happen because there is so much positive energy.”
- “[In the future] I hope it is even better than it is now with an even greater sense of community. I’d like to see some more new construction, beautification of yards with flowers and green space.”

Summary of impressions

Theme 4:

There is still a stigma associated with the area, due in part to the continued negative media attention and events of the past.

- “This summer there was a carnival in the area, but despite being open to the public, only folks in the community came.”
- “The area isn’t being given a chance in the larger community’s eyes.”
- “People who don’t live in the area have a terrible impression of it. They see high crime, drugs, gangs. Restaurants won’t deliver to the neighborhood. Sometimes it’s hard to get a cab. The impression hasn’t improved since the addition of Revival Ridge but it’s an unjustified impression.”
- “There’s been a drastic change in the neighborhood. Unfortunately most folks still have a bad impression of the neighborhood...the old stigma is still there.”



Summary of Impressions

Theme 5:

There is still more to be done...

- “What is needed more than anything is to change the look of the neighborhood.”
- It will take more than home ownership to change things, new construction is needed.”
- “The area isn’t being given a chance in the larger community’s eyes. There is negative media coverage of the area.”
- “Probably the biggest need is the need for more home ownership. The greater the home ownership, the more that people get involved. They take better care of their property and get involved in the community. This leads to greater police trust, etc. Homeowners are assets – they don’t give in to negative pressure. They have a stake in the neighborhood.”

Assessment of benefits

- Ethno-centricity/diversity
- Good resources available – Boys & Girls Club, Neighborhood Association resources (Community meal, activities)
- People are very welcoming/friendly (Welcome Committee)
- Accessibility to parks
- Neighbors watch out for each other
- Affordable housing options available
- Convenient location - access to beltline/downtown
- There is public green space
- Dunn's Marsh
- Secluded area
- Older, established neighborhood (trees, some long-time residents)
- Decent transportation options – bike friendly



Thoughts about the new development

- Would like all the buildings in the neighborhood to look as nice as Revival Ridge
- Hope it's a nice, quiet neighborhood, no drama.
- Hope the building across the street is redeveloped, as well.
- There are places for area residents to gather
- This will give local residents a real chance to “move up – not out.”
- Need to create opportunities for positive, organic communication to emerge from the neighborhood
- More living wages jobs available to enable home ownership and stability
- Financial literacy training – what it takes to own a home

Development Name Considerations

A starting point...

Name Considerations

- Allied Village

- Pros

- The word “Village” gives a sense of community and has references to cultural richness.
 - The word “Village” creates a “homey”/welcoming feeling – a similar description to how residents view their own neighborhood.
 - Those who are proud to live in the area will appreciate the reference to their historic neighborhood.
 - It references the geographic location which is a logical connection for the development.

- Cons

- Those who have a negative view of Allied Drive may not be inclined to seek this development out.
 - It could prove more difficult to attract non-locals to the single-family homes.



Name considerations

- Mosaic Ridge

- Pros

- The word “mosaic” creates a positive visual image of a unity that can be created among individuals.
 - Mosaic is the same word in several languages.
 - The reference to cultural diversity may appeal to both current area residents and others who would relocate to the area.
 - The word “Ridge” references one of the (minor) geographic elements of the area.
 - The word “Ridge” also creates a connection to the existing Revival Ridge property.

- Cons

- There is not an obvious geographic connection to the name.

Name considerations

- **Unity Village**

- Pros

- The word “Village” creates a sense of community among residents and has a “homey” feeling
 - Participants identified the cultural diversity– which was also an impression from the word “Village” – as a unique features of the area.
 - Unity references the celebration of diversity that was a major sentiment echoed by many area residents – and a feeling of belonging
 - Aside from the diversity reference, Unity also represents a coming together in general – which is, by nature, a positive feature of a neighborhood or development.
 - It does not have any reference to the geographic location and, therefore, may initially draw those who have a negative image of the “Allied” area.

- Cons

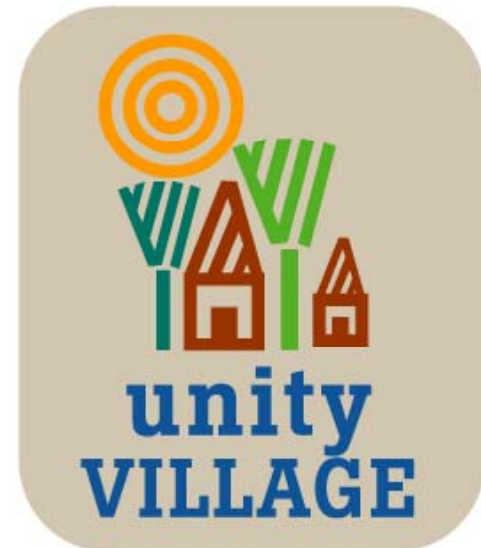
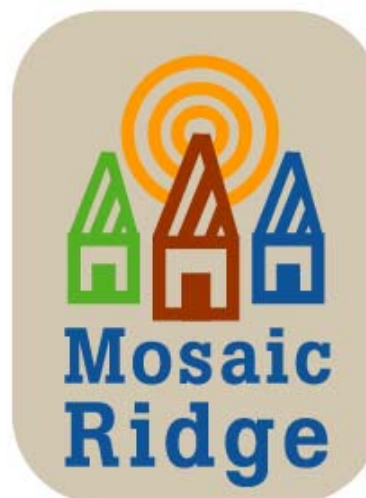
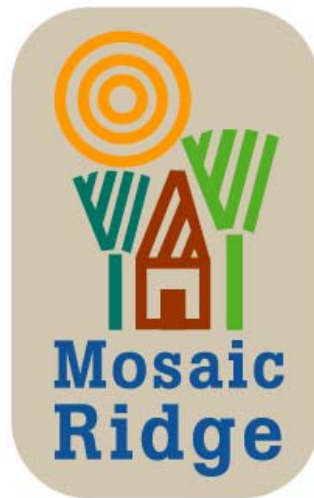
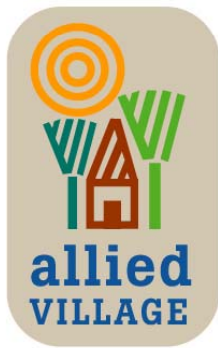
- It removes any reference to the geographic location and does not do much to differentiate the development.

ALTERNATE CONSIDERATIONS: Unity Ridge; Unity Park



Tying the developments together

- Potential means for visually tying Revival Ridge and the phase 2 project together:



Next steps

- Unveiling Strategy
 - A tiered approach to unveiling and evolving the new name/identity for the re-development should be considered:
 - Announce the development name/plans with a small, group of target audiences (i.e. realtors) for input and feedback on impressions and thoughts regarding marketability.
 - Once an identify is finalized, share with individuals involved in research and other key stakeholders to secure support and create buy-in on the re-development plans and name.
 - Create a visual mark for the redevelopment .
 - Use the mark within a coordinated outreach effort to promote and market the project to both current area residents and others.





Additional considerations

- A name is not enough
 - Changing the name will not be enough if it is not part of a larger initiative to re-invigorate the area
 - A long-term strategy for working with tenants, the city and neighborhood associations is critical
 - A proactive, somewhat aggressive media strategy should be included in any long-term plans that are identified (participants had an overwhelming feel that the media – in general- had a direct impact on perpetuating negative impressions of the area and were not helpful in helping to raise public awareness of positive strides that are and have been taken.)
 - Events are an effective way of creating positive buzz about something that brings people together – farmers market, community garden-related events, cultural celebrations, children’s event, fundraising events, etc. and should be built in to a long-term communications/public awareness campaign
 - There is also a great desire in the area for safe places to gather and for adult education/training opportunities (parenting, financial literacy, computer training, personal safety, etc.)



The image features a blue gradient background with a wavy top edge. On the left side, there is a vertical strip of a photograph showing a large, leafless tree in the foreground, a white house with a dark roof in the middle ground, and a grassy field in the foreground. The text "Thank you!" is centered on the right side of the image.

Thank you!