



Department of Planning & Community & Economic Development
Planning Division

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TO: Alderperson Tim Bruer, District 14
 Members of the Community Development
 Block Grant Committee
 Members of the Plan Commission

FROM: Linda Horvath, Urban Planner, Planning Division

DATE: July 25, 2011

SUBJECT: Status Report for the Arbor Hills – Leopold Neighborhood Plan

INTRODUCTION

The City of Madison kicked off the Arbor Hills –Leopold Neighborhood Plan on May 9th with a Meet and Greet for Stakeholders who represent area neighborhood associations, the cities of Madison and Fitchburg, Town of Madison, Madison Metropolitan School District, landlords, businesses, and others. Many of the 31 participants agreed that this was a valuable opportunity to meet with other community leaders and discuss what is going on in the Arbor Hills and Leopold neighborhoods and how they could collaborate to facilitate improvements. The issues, assets and opportunities contributed by the group are attached and can be found with other meeting input on the neighborhood plan webpage: <http://www.cityofmadison.com/neighborhoods/ArborHillsLeopold/underMeetings>.

ISSUE IDENTIFICATION

The Project Team held Public Open House #1 on June 23rd where 50 neighborhood participants talked with City staff and neighborhood association leaders about what they consider to be the most important issues, assets and opportunities for the study area. On June 29th, the Project Team hosted a City Staff Team meeting where City agency representatives discussed what is working well, what is not working, and what strategies could be explored. Meeting minutes are attached and can be found on the neighborhood plan webpage: <http://www.cityofmadison.com/neighborhoods/ArborHillsLeopold/>. In addition to the webpage, people who are interested in receiving email updates about the plan can register at: <https://my.cityofmadison.com/>.

Some of the assets of the study area that have been identified include the convenient access to the Beltline and Fish Hatchery Road, diverse business base, cultural and ethnic diversity, and Leopold Elementary School at the center of the area. Some of the issues identified have included the need for summer activities and programs for kids, transportation to existing recreation and other programming for kids and seniors, under-utilized parks, and people trespassing through private lots to access the Arbor Hills Greenway. Building on these and other issues, assets and opportunities, the Project Team is now conducting interviews with the people and organizations shown on the attached list. Included are residents of apartment communities, businesses, service providers, churches, schools, community centers, non-profit groups, Latino leadership, African-American leadership and others. The attached list may grow as additional stakeholders are identified. Stakeholders are being invited to share additional issues, assets and opportunities, and to suggest potential strategies for the plan. The interviews should be completed by early September.

Additional outreach will also be scheduled to determine the most important issues and opportunities for the growing Hispanic population. Of the total 2010 population in the study area (7,269 – U.S. Census), approximately 28 percent were Hispanic. This reflects an increase of 15 percent in the Hispanic population since the 2000 Census. To encourage engagement in the planning process among Hispanic families, the Project Team has been attending meetings of the La Sup Board and Joining Forces for Families/Leopold Area Resource Coalition. To help determine the issues and strategies of this population, at least one outreach meeting will be held entirely in Spanish. Additionally, the next Open House will be scheduled for October at the Fairways Apartments where there are many Hispanic families living. The Project Team will also work with the Leopold Elementary School to make connections with the Hispanic community.

PLAN DRAFTS

During the next couple of months, the Project Team will work with City agencies to draft the goals, objectives and strategies for the plan. Plan drafts will be shared for review and comment at the 2nd Stakeholders meeting and Open House #2, both of which will be scheduled for sometime in October. After analyzing and incorporating input, the Project Team will work with City agencies and other implementers to create a final draft plan with action steps and strategies for implementation. The final draft plan will be presented for review and comment at the 3rd Stakeholders meeting, City Staff Team meeting and the final Open House in winter 2012. City Committee, Commission and Board review and Common Council adoption of the Plan is expected in spring 2012. Implementation will take place over the subsequent 5 to 10 years.

ADDITIONAL INFORMATION

Additional information about the plan may be accessed by going to the neighborhood plan webpage: <http://www.cityofmadison.com/neighborhoods/ArborHillsLeopold/>, or by contacting Linda Horvath, Project Leader, 267-1131, lhovath@cityofmadison.com.

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Attachments

Open House #1

COMMUNITY WELLNESS

Arbor Hills – Leopold Neighborhood Plan



1. Name the health and safety concerns/issues in your neighborhood.

- Safety in Pelham Park – day or night.
- Drug use/trafficking. Prostitution.
- Loitering in certain areas.
- A few shootings, crime, people hanging out in parking lots along Fish Hatchery late at night, Leopold Park is not user-friendly, people throw trash around, especially at bus stops, people don't pick up after their dogs.
- Need to spray for bugs! Specifically mosquitoes! But really for whatever else is out there. So many bugs with all our beautiful trees and greenery.
- Need to spray for mosquitoes. It makes parks unusable.
- Post Road/Todd Drive intersection.
- Not really any but could use better crosswalks at Post/Fish Hatchery Roads.
- Children riding bikes in the middle of the lane on the wrong side of the road (Grandview Boulevard, north end, where there are no sidewalks).

2. List ideas/opportunities to improve health/safety in your neighborhood.

- Increased lighting/higher patrols, especially through hotel parking lots.
- Neighborhood walks, social events, kids' activities (both organized and unorganized), opportunities for youth and others to share cultural activities such as theatre, music, singing, etc. Providing service opportunities to keep the block/neighborhood clean and attractive.
- Spray for bugs. Community pool.
- Roundabout at Post Road/Todd Drive. It is now with signs anyway.
- Encourage landlords to do a good job of screening renters.
- Lighting.
- More police presence – its very improved over the past.

3. List barriers to improving health/safety in your neighborhood.

- Closing problem hotels doesn't solve issues of crime, it relocates them.
- Lack of facilities for structured activities, i.e. community center, library.
- Many people don't know their neighbors in their buildings or on their block.
- Not enough lighting in some places.
- Some people speed through the neighborhood.
- Too many bugs at park in summer.
- Dense population in surrounding areas.
- Lack of neighbors concerns about safety in the neighborhood.
- Lack of interest in the neighborhood association goes along with their overall disinterest.



Open House #1

COMMUNITY WELLNESS

Arbor Hills – Leopold Neighborhood Plan



4. Please share what you like most about area schools. What are your perceptions of these schools?

- I hear good things from Leopold parents but others avoid the school because of perceptions of overcrowding and number of subsidized lunch students.

5. Where do you buy your food? Do you grow vegetables and fruits? If you don't, but would like to, please share any barriers that prevent you from doing so.

- Grocery store.
- I grew some tomatoes and peppers on my patio the last few years. I would like more space to grow other things. I mainly buy at Copp's, Super Target, Cub Foods and Hilldale Sentry. I also buy a few things now and then at Fitchburg Farmer's Market and the Capital Square Farmer's Market.
- Buy at Copp's.
- Grocery store/farmer's market.
- Store – too many trees to grow on property.
- Farmer's markets, backyard, store.
- Community garden in greenway (next to Churchill Drive), Woodman's, Copp's, Fitchburg Farmer's Market. Can't grow veggies, no sun.

6. What do you do for fun in the neighborhood? Exercise? Other?

- Bike.
- Walk around, mainly go other places for fun. Otherwise, play computer games, watch TV, watch movies, get together with friends.
- Should add a neighborhood pool. Perhaps where the skating rink was at the top. Good for community health.
- Yes except for when there are too many bugs!
- Run/bike. Cannonball needs to continue to southwest/Capital City Trail intersection and bridge Beltline to Badger.
- Walk (2 responses).
- Use gym at home.
- Bridge club, walking, cross-country skiing.

EMPLOYMENT & BUSINESSES

Arbor Hills - Leopold Neighborhood Plan



1. Do you work in the neighborhood?

- No: 4
- Yes: 6

a. What are the advantages and disadvantages to working in this neighborhood?

Advantages:

- Proximity to Beltline, easy to get to Verona, etc.
- Easy access to bike path.
- Visibility from the Beltline, central location near all major event venues.
- Really close to home.
- There are numerous businesses in this area that I as a Realtor and landlord do business with.
- Proximity to the Beltline.
- Mature trees/greenery.
- Proximity to gas station, restaurants and adult store.

Disadvantages:

- Traffic is hectic on Post Road.
- Proximity to high crime area of Badger Road.
- Getting onto Fish Hatchery Road from Arbor Gate is goofy if the Beltline is backed up. I don't have a good suggestion but I know it's confusing to new employees.
- Increased crime and police presence.

b. If you don't work in the neighborhood, where do you work?

- Middleton.
- Century 21 Affiliated at 221 West Beltline Highway.
- Hill Farms.
- West Towne.

2. Are you aware of any job opportunities at businesses in this neighborhood?

- No (2).
- Yes.
- School.
- None as of yet.
- Access Community Health Centers.
- No.

EMPLOYMENT & BUSINESSES

Arbor Hills - Leopold Neighborhood Plan



3. What suggestions do you have for connecting neighborhood residents with job opportunities?

- Job fairs.
- YWCA.
- Add to our Facebook page.
- Urban League job training center, of course. Could there be a City website dedicated to regional postings?
- Join South Madison Planning Council and Park Street Partners.
- Local businesses could flyer job opportunities.
- Access to the YWCA programs.
- Access to the JFF Office.
- Improve bus service to other parts of Fitchburg.
- Why?

4. If you are currently unemployed or underemployed, what challenges prevent you from getting a better job?

- My adult son and his wife and their four children live with us. He is a journeyman painter. Not much work. He is 48 and wondering what to do. Just lost his 8-unit apartment house to foreclosure and lost his 10-unit hotel with restaurant in Mineral Point to foreclosure. Debilitating.
- Too old, too specialized, employers unwilling to allow career changes.

5. If you own a business in this neighborhood, what are the advantages and disadvantages to operating a business in this neighborhood?

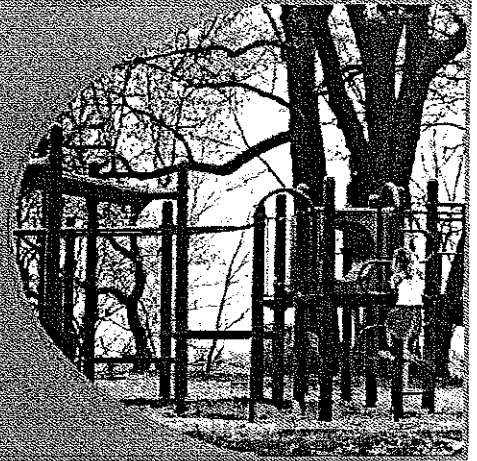
- Visibility from the Beltline, central location near all major event venues.
- Proximity to Beltline. Arbor Gate has really improved the "feel" of things. Easy for my customers to get to us.
- Too many police calls to my buildings. Tenant pool isn't the greatest. Too many single parents needing apartments. Not enough resources to help the single parents.

6. What types of businesses do you think are missing from this neighborhood that you would like to see here?

- Maybe more daycares.
- Grocery store (3).
- Bar/dance club.
- Child care to host 4 year old kindergarten.
- Needs to be an Aldi's grocery store on Fish Hatchery. Could site on the area by McDonald's maybe by Stop-N-Go.
- Hardware store (2).
- More restaurants.
- Dry cleaners.
- Bike shop.

PARKS & OPEN SPACE

Arbor Hills - Leopold Neighborhood Plan



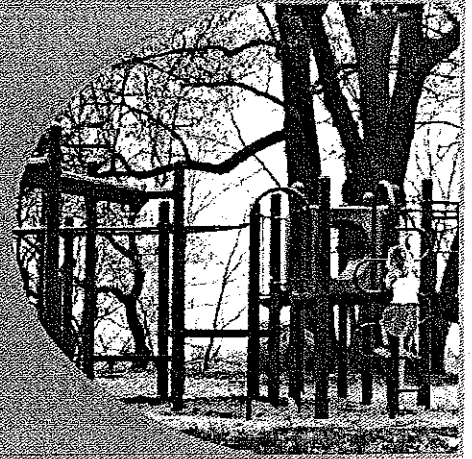
1. What types of recreational activities you do like? Where do you engage in these activities?

- Golf at 9 Springs.
- Jazzercise –Midvale Baptist.
- Tennis.
- Take our dogs to dog parks. Have to go to Verona. We'd like a fenced in dog park at our Arbor Hills Park. Perhaps at the bottom. So many people have dogs in the area, it would be nice to have.
- Biking, walking.
- We like to take our dogs on walks and to the dog parks. I would like to see the lower part of Arbor Hills Park be turned into a dog-friendly park.
- Biking, walking, basketball, YWCA.
- Walking around the neighborhood, weight lifting, stationery bikes and other activities at local health club facilities.
- Running or biking.
- Parks.
- Golfing, gardening, martial arts.
- I love golf and Nine Springs is a unique opportunity to reach the local youth that wouldn't ever have the chance to play such a nice course. Nine Springs is a buffer zone between some "dangerous" areas and if it went away it would be scary!
- I play golf and I play mostly at Nine Springs.
- Golf at Nine Springs.
- Use the golf course all the time. My wife and I enjoy it very much.
- Golf at Nine Springs.
- Golf at Nine Springs, practicing tennis and swimming.
- Golf, bowling, softball. Membership to Nine Springs but do go other places also. Bowling league at Bowl-A-Vard.
- Mostly golf and bowling. Golf at Nine Springs 3-4 times per week.
- Golf – golf course walk – sidewalks.
- I enjoy the game of golf and I play at the Nine Springs Golf Course.
- I like golf, I believe the First Tee program is very beneficial and keeping the area intact both for the birds and other wildlife, but also a buffer from having a dense area of high crime.
- I love to golf. Nine Springs is the only place where I can golf every day and play up to my abilities.
- In my spare time I golf at the Nine Springs Golf Course. Seldom do I find myself at any other course or park.
- I love golf and I enjoy golf at the Nine Springs Golf Course. It is home to many and my opinion is we should keep the Nine Springs Golf Course.
- I love golf and appreciate Fitchburg having such a nice golf course. A city this size should have a golf course as most, even smaller communities in Dane County do. I truly believe that the golf course helps decrease crime, and more apartments will increase crime.
- Walk, golf – Nine Springs Golf Course.
- Biking – everywhere! Kayaking – Yahara and lakes. Gardening at home and community garden.



PARKS & OPEN SPACE

Arbor Hills - Leopold Neighborhood Plan



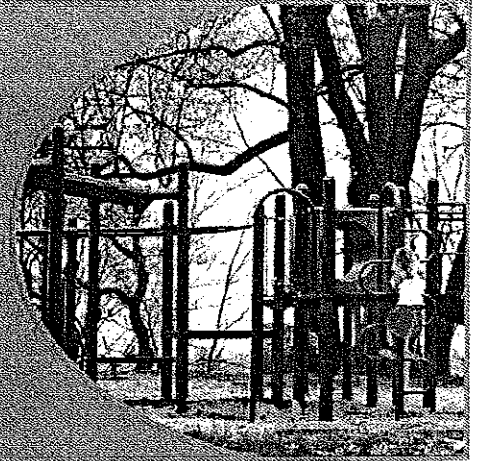
2. If you have kids, where do they play?

- No children.
- Home. They use the park on occasion. However, there are times where they don't feel comfortable there because of the people hanging out.
- Parks, YWCA.
- Parks.
- They play at Nine Springs and they attend Leopold Elementary and use the playground there.
- My children are now grown; they played a lot at McKee Farms and now join me often at Nine Springs.
- They play golf with me at Nine Springs.
- Oakwood Park, Oak Meadows Park, Tower Hill Park, McKee Park.
- I have one son and he plays at a variety of parks.
- My sons play golf at Nine Springs occasionally.
- Nine Springs Golf Course.
- Kids are grown, but the grandkids use McKee playground, Farms Park, Quarry Hill Park community events.

3. How do you use Arbor Hills or Leopold Park? Knollwood Conservation Park? The U.W. Arboretum? What do you like best about these parks and open spaces? Is there anything missing?

- Picnics, walking, playground.
- Arbor Hills Park: Add a fenced in dog park, more lighting, maybe add a community pool. Maybe up where the skating rink was.
- We live across from Pelham Park – it's beautiful and well-cared for by the City of Madison and caring neighbors. Please do not put in a bathroom at the park. It will attract problems. Pelham should have better signage as "non" dog park.
- It would be nice to use the Arbor Hills Park for more events. Also it needs new basketball equipment, and maybe grilling areas, more tables. Also they need better lighting at park entrances on Wimbledon and Heatherdell.
- Biking connections.
- Leopold Neighborhood Association events at Leopold Park. Sometimes walk around Leopold Park. Have driven through Arboretum north of Beltline. Like to walk around areas with lilacs and other plants.
- Arbor Hills Park is a waste in the summer months with no cutting. I propose dogs permitted – not a dog park all the time. Even during sledding period, dogs would not harm.
- Educational purposes. All are very nature-like.
- I don't partake.
- We've never used them.
- Leopold seems to be mainly for soccer, I walk the Arboretum frequently, and have no idea where Knollwood is.
- Walks, runs, Frisbee.

PARKS & OPEN SPACE



Arbor Hills - Leopold Neighborhood Plan

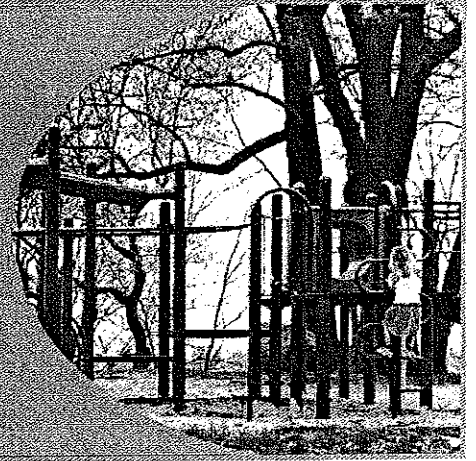
- Fine the way they are.
- Nothing missing, need more work done at Leopold Park. Also more work should be done at local schools to improve their quality and recreational capabilities.
- Do not use any of the above parks except for the UW Arboretum – walk and drive. We really could use a regulation (par 72) golf course in the Madison/Fitchburg area.
- Bike path.
- Walk in Arborteum. The trash is always there.
- I prefer the golf course.
- Have been to Arboretum multiple times this year. I hope to take my son golfing when he turns five.
- More golf courses.
- I have not been to any of these places. Golfing is all I do besides work.
- No, I think there are plenty of parks in Fitchburg and what we need is the Nine Springs Golf Course that makes Fitchburg a better place.
- I do not use the parks. There is already too much concentration of population in the golf course area. More population = more crime!
- I use the Arboretum sometimes but I mostly enjoy golfing at Nine Springs Golf Course.
- I would like a community/neighborhood center in the area. Provide meeting and gathering places for individuals, families, organizations and businesses. Provide activities for youth, seniors and everyone else.
- Have organized youth activities at Leopold Park through Fitchburg Recreation and MSCR.
- Have a kid's spray park in the area. The proposed one for McKee Farms is too far away.
- Build a skate park.
- Have a public swimming pool.
- Plan for future branch of Fitchburg Library. Have several drop-off and pick-up locations in Madison and Fitchburg parts of the neighborhood. Improve access for people to get to library for those who don't own a car.
- Plant more trees in Fitchburg parts of the neighborhood.
- Have regular neighborhood and community events. Some can be targeted towards residents. Others should invite people from elsewhere to see the great things happening in this area and celebrate it.
- Love to take area visitors to Arboretum.

4. Do you and your family use any other City parks? Which parks? How do you spend your time there?

- No.
- Verona dog parks.
- Not usually, but Madison has beautiful parks – job well done!
- Yes, Elver, Wildwood.
- Major events at McKee Farms Park. Some friends invited me to family activities at Tower Hill Park, walk around the two parks in Hatchery Hill.
- For biking.
- Vilas – we go to the zoo or fish near Vilas.

Open House #1

PARKS & OPEN SPACE



Arbor Hills - Leopold Neighborhood Plan

- Don't golf but I look to go to Nine Springs Golf Course.
- McKee Farms is awesome!! We live a block away and LOVE McKee Farms Park.
- McKee Farms quite frequently for walks.
- McGaw and McKee.
- Wingra – grilling and playing.
- Play softball at Goodman and Warner Parks.
- Not a lot. Mostly work at golf at Nine Springs.
- No.
- Yellowstone, fishing; not so often in the City parks. More the golf course than anything.
- We use Warner and Elver parks occasionally. For many reasons including environmental, reducing crime and providing a positive outlet for children in the area, keep Nine Springs!
- No.
- No, just Nine Springs Golf Course.
- Yes, variety, we spend our time enjoyably to say the least.
- No City parks, just golf.
- No, pretty much only the golf course. It would be totally foolish to let this unique and valuable land space become anything other than what it is. What Sam and his crew have done for this community has been immeasurable for the kids, for the older adults and for the community at large. WE need more people like him.
- Splash park in Burr Oaks. Byrne.

TRANSPORTATION

Arbor Hills - Leopold Neighborhood Plan



1. How do you get around the neighborhood?

- I drive.
- Walk or drive (4 responses).
- Own my own vehicle.
- Car/bike.
- Sidewalks needed on frontage road (Todd Drive and Seminole Highway); on north end of Grandview Boulevard.
- Bike routes – where did the money come from?
- Bike, transit, car, walk.

2. Do you commute to work? where? How do you get there?

- Yes, via car. I wish I could bike but it doesn't quite work for me.
- Yes, near West Towne by car.
- Use my own car, travel to Access Community Health Centers.
- Drive to Hill Farms, takes 10-15 minutes to drive there usually, bus service would take more than an hour.
- Work and live here. Drive/bike/walk to work.
- Car.
- Will there be a B-Cycle station in the neighborhood? Fitchburg?
- Yes, to campus by bike or bus.
- No.

3. Where do you shop? How do you get there?

- By car.
- All over. Mostly by car.
- Cahill Main or Copp's.
- Hatchery Hill, Orchard Pointe, West Towne, businesses along Fish Hatchery Road. Mainly drive, sometimes walk to Fish Hatchery Road area businesses.
- All around Madison. It's a perk of being centrally located. Car.
- As local as possible (Fitchburg Ridge, Hatchery Hill, Orchard Pointe). By car.
- Sentry (Hilldale) or Copp's on Whitney Way.

TRANSPORTATION

Arbor Hills - Leopold Neighborhood Plan



4. Do you use Madison Metro? Why or why not? If you do, please comment on whether or not you believe their service could be improved, and how?

- No.
- No, doesn't meet my needs. I need a car for my job.
- Not really.
- I currently don't use Madison Metro. Routes are not convenient for me. Several years ago I took some classes at UW-Madison and used Metro to go from Hill Farms to UW and back. That worked really well. I would like to see more frequent service to Fitchburg Library, service from Leopold to Orchard Pointe and more direct route to Hill Farms.
- Services should increase in the scheduled stop/drop-offs. Inconvenient routes/infrequent.
- It seems like there could be route improvement. People walk to Seminole-frontage road intersection for bus stop.
- I am a Realtor – use my car all day.
- Yes, need all day, everyday service throughout Fitchburg urban area. Need a direct route between northwest and north central Fitchburg.
- No – safety while on the buses and especially at the transfer sites.

General Comments

- Concerned that the Post Road extension will bring more traffic into the Arbor Hills and Leopold Neighborhoods. There is already too much traffic on Post Road. Could the proposed new intersection be re-designed to create more of an offset between the center island on Fish Hatchery Road and the new section of Post Road such that traffic traveling west on Post Road will be deterred from continuing across Fish Hatchery into the neighborhood and instead will turn left or right onto Fish Hatchery Road?

LAND USE, HOUSING & URBAN DESIGN



Arbor Hills - Leopold Neighborhood Plan

1. What do you like or not like about the neighborhood as a place to live?

- I love having the gas station at the corner of Todd Drive. I hope that sticks around.
- It feels like a place to pass through. No heart, or center of the neighborhood.
- I'm happy with the increased presence of Madison Police.
- Love sidewalks, tree-lined streets, great neighbors, care of property/concern for others.
- Increase in crime and presence of non-neighbors causing problems – concerned about Pelham Park.
- Easy access to other parts of City through bike path.
- There is a large and growing Latino community. Perhaps there could be ways to reflect this in public art.
- Quiet in a.m. Keep it that way.
- Love the convenient location. Nice lots with trees.
- I like the access to all shops, parks and restaurants.
- More parking areas needed.
- Diversity is great.
- Crime/drugs/home invasions/stealing cars/assaults. Have to drive through slums to get there.
- Like: affordable, good transit. Dislike: sometimes I feel unsafe, long way for groceries.
- Newer residents are stand offish- frustrating trying to talk to them – very disinterested.

2. What ideas do you have to improve the appearance of the neighborhood?

- Add a crosswalk at the new open parking lot to cross over to the Bonfyre. A lot of people cross there now but in various places and it is dangerous.
- Fish Hatchery needs to be redone; improve through beautification (like East Washington).
- Better lighting, especially around park entrance. Crosswalk between Bonfyre's two parking lots.
- Neighborhood looks nice.
- Have homeowners do garden tours to encourage beautiful flower gardens.
- More lighting in Arbor Hills – Derby Down/Wimbledon curve.
- Encourage everyone to take good care of their yards.
- Looks good to me.
- Consistency with landlords regarding upkeep of buildings.
- It's easy to ID homes that are rented – lawns are not kept up.
- Try to encourage people to keep yards mowed.

3. What do you consider to be the center of your neighborhood? Where do people gather?

- The park.
- Leopold.

LAND USE, HOUSING & URBAN DESIGN



Arbor Hills - Leopold Neighborhood Plan

- People do not necessarily gather, which is fine. Park is good for families.
 - Arbor Hills Park.
 - Leopold, school park, Fish Hatchery shopping center.
 - Laundromat, Leopold School.
 - Don't really think there is a center (2 responses).
 - McKenna Park or Fitchburg.
 - Community Center? There is none. People gather in front of their apartments, kids in playground.
 - There is no center. People do not have a place to gather.
4. Do you walk and bike to shops and services in the neighborhood? Do your kids walk and/or bike to school? Why or why not?
- Walk some, but things are kind of spread out.
 - No children, I drive to work.
 - No, don't feel comfortable walking by McDivitt Road or along Post Road at night.
 - Yes.
 - No (2 responses).
 - Need sidewalk/bike on frontage road from Seminole to Grandview. Someone will get killed soon, walking, riding on the road.
 - Sometimes. No children at home.
 - Walk sometimes. Kids walk or ride bikes.
 - No, too far.

Meet & Greet: Arbor Hills – Leopold Neighborhood Plan

Minutes

Monday, May 9, 2011, 3:00– 4:30 p.m.

Leopold Elementary School – Library

2602 Post Road

I. Welcome from Alder Tim Bruer, District 14

Alder Tim Bruer kicked off the Meet & Greet with an overview of the neighborhood plan and the different neighborhoods and jurisdictions included in the process.

II. How will the planning process work and who is involved?

Linda Horvath of the City of Madison Planning Division provided an overview of the neighborhood planning process, timeline and who will be involved (<http://www.cityofmadison.com/neighborhoods/ArborHillsLeopold/>).

III. What are the issues and opportunities for the study area?

Sheri Carter, President of the Arbor Hills Neighborhood Association, followed by Roger Tesch, Co-President of the Leopold Neighborhood Association, gave neighborhood overviews, and shared assets, issues, and opportunities.

Participants broke down into three small groups. One of three questions was placed at each table; participants introduced themselves and then answered the discussion questions (see questions and responses below).

What type of information/burning questions do you have that would help you understand the issues and/or opportunities for Arbor Hills-Leopold planning area?

- Need updated U.S. Census information.
- How will the plan be implemented in the three different jurisdictions? Answer: The City of Madison will adopt the neighborhood plan as part of the Comprehensive Plan. The City of Fitchburg is not decided on whether it will adopt the neighborhood plan. If adopted, it may, or may not, become part of the City's Comprehensive Plan. Once adopted, or published, the implementation plan will take effect and the recommendations will be carried out, in coordination with City budgets.
- If apartments come down, where do people go?
- Golf course – what will happen with it?
- What are the needs/interests of the community?
- How safe is neighborhood (vs. perceived safety)?
- How do we capitalize on the diversity in the neighborhood?

What are the top issues/opportunities that you would like the neighborhood plan to address/achieve?

Economic Development

- Assets
 - Post Road extension = greater economic development potential.

- Private investment/location.
- Diverse existing business base.
- Issues/Opportunities
 - Lack of jobs.
 - Address lack of family-supporting jobs or improve connections to businesses that are hiring.
 - Educational/employment component for neighborhood.

Land Use and Urban Design

- Assets
 - Location, location, location.
 - Revitalization projects, especially Coho-Pike-Churchill.
 - Infill and redevelopment potential.
 - Expanded development opportunities.
- Issues/Opportunities
 - Outdated land use plan.
 - Deteriorated buildings.

Housing

- Assets
 - Ample supply of affordable housing.
- Issues/Opportunities
 - Amount of high density housing.
 - Older housing stock needs renovation.
 - Housing stock, refurbish without displacing worthy residents.
 - Develop a rental property owner group.
 - Landlord concerns.

Community Cohesion and Engagement

- Assets
 - Leopold Elementary School is an asset located at the heart of the community.
- Issues/Opportunities
 - Multiple jurisdictions cause confusion for businesses and residents (Madison, City of Madison, Town of Fitchburg, and City of Fitchburg).
 - How do we involve Southridge Village and other apartment communities more in the neighborhood, e.g. voter registration, social events/activities, transportation to job training fairs, etc. There is currently a great deal of apathy in some residential areas.
 - I'd like the neighborhood plan to include engagement of parents and adults from diverse racial, ethnic, linguistic and socio-economic backgrounds.
 - Facilitate greater collaboration among different neighborhoods.
 - Lack of access between developments, e.g. railroad is a border.
 - As part of process, more family voices.
 - Improve Leopold School image in the areas of the surrounding neighborhoods. Perceptions impact real estate values.
 - Jurisdictional coordination.

- Leopold Elementary School is overcrowded.
- Outreach to church groups.
- Engage renters and tenants.
- Engage utility companies.

Transportation

- Assets
 - Mass transit service.
 - Easy access to Beltline and Fish Hatchery Road.
- Issues/Opportunities
 - Need better access with public transit, etc. e.g. to/from Group Health Cooperative, City of Fitchburg Library, and many other destinations.
 - Sidewalk on south side of Beltline Frontage Road between Seminole Highway and Grandview Boulevard. Need one! Very dangerous for pedestrians.

Community Health

- Issues/Opportunities
 - Poverty issues.
 - Health needs for adults and children – identify gaps and needs and engage business partners to address these needs.
 - Exercise and healthy places to eat.
 - Community gardens.
 - Need community center (e.g. one area among others to serve is large density of families living in apartments around Nine Mile Springs Golf Course).
 - Do not overcrowd school anymore.
 - Declining resources.
 - Many children are unoccupied a lot of their day and unsupervised; parental training courses could be helpful for this and other reasons.
 - Significant population density and diversity.
 - Noisy Beltline.

Community Activities and Recreation

- Assets
 - Strong programming, play & learn group, Head Start (Leopold Grant) already in place – ECI (early childhood intervention).
- Issues and opportunities
 - Would like a splash park.
 - Lack of recreation facilities for kids.
 - Local after school programs/transportation.
 - Need more restaurants.
 - Need structured activities for children/families.
 - Facilities and transportation issues related to youth athletics, YMCA programs, basketball, football, baseball.
 - Underutilized community greenspaces.
 - Lack of community space.

Public Safety

- Assets
 - Alhambra service calls dropped dramatically with new ownership.
- Issues
 - Increase in crimes reported. Mobility of families and ongoing discussions related to construction/revitalization of large apartment complexes.
 - Safety/security, transient neighborhood.
 - Things for kids to do (increased crime/gangs).
 - Perception of crime.
 - Apartment turnover and safety.
 - Crime statistics for the area are relevant.
 - Not enough street lighting.

IV. Next steps

There will be a Public Open House on June 23 at the former Arbordale Assisted Living Home, 2681 Post Road, 5-8pm. Announcements and other information will be circulated to stakeholders, and more broadly distributed to attract as many residents, property owners, business owners and others who may be interested.

V. Networking List

Stakeholders shared names and contact information of people that they feel should be contacted and invited to participate in the neighborhood plan.

Arbor Hills – Leopold Neighborhood Meet & Greet Participants

City of Madison

Alder Tim Bruer, District 14
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Captain Joe Balles
South Police District
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Officer Andre Lewis
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Abby Potter, Assistant Principal
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Sheri Carter, President
Arbor Hills Neighborhood Association
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John Quinlan, Director
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Arbor Hills – Leopold Neighborhood Meet & Greet Participants

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Arbor Hills – Leopold Neighborhood Meet & Greet Participants

Businesses

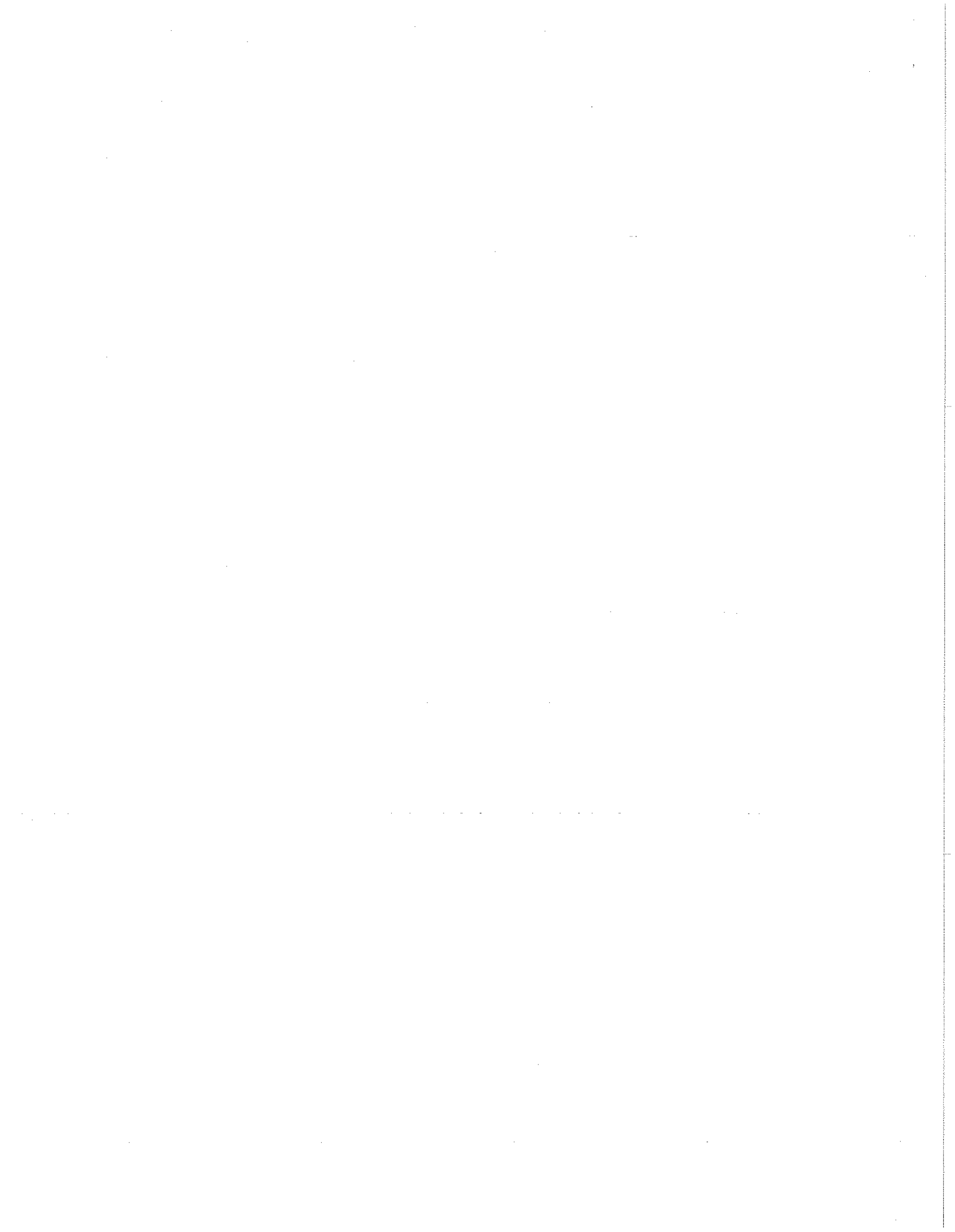
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Arbor Hills – Leopold Neighborhood Plan: Issues and Opportunities Identification: 1st City Staff Team Meeting – 6/29/11

Department	Issues	Opportunities
BI	<ul style="list-style-type: none"> Multi-family in OK condition. Unsure of multi-family in Post Road area. Keep “eye” on multi-family. There is a perception that City services like trash pickup, brush pickup, and snow plowing are not consistent or frequent enough – could be due to changes in pickup schedules, which could have confused people. Neighborhood not well-lit, especially along Churchill Dr. – no lighting requirements for private property owners, except to have one light above the front door. 	<ul style="list-style-type: none"> Foster landlord coalition to share issues, ideas and resources. Provide education about trash, recycling and brush pickup schedules. Explore additional lighting needs and pursue City lighting in terraces – ensure that foliage is trimmed in coordination with new lighting.
Public Health	<ul style="list-style-type: none"> Traffic safety at Leopold School. Physical activities of youth. Community space is needed, e.g. school for programs. Increase in Hispanic population. Lack of affordable childcare. Lack of activities for youth, such as sports and social events. Need better transit links to destinations (68 minutes one way to access the Dane County Job Center). Walking-safety issues. Increase in refugees – Nepalese. 	<ul style="list-style-type: none"> Leopold Elementary School as a Lighted Schoolhouse functioning somewhat like a community center. Consider using area parks for youth activities and events. There is demand for community gardens and potential areas where they could be developed (help to foster community and connections).
Safety	<ul style="list-style-type: none"> Kids accessing Arbor Hills Greenway from private property causing nuisance to property owners. Some blocks are perceived as unsafe, particularly at night (e.g. walking along Todd Dr. and McDivitt Rd.) 	<ul style="list-style-type: none"> Consider installing fence along back residential property lines and creating specific greenway entrances – easements would be necessary on private property to create walkways from the sidewalk to the greenway. Study lighting needs and consider increasing amount of light in these and other areas.
Assessor	<ul style="list-style-type: none"> Single-family values held. Multi-family values down 18% (slightly higher drop than citywide average). Rent levels do not reflect poor condition of some multi-family buildings. Negatives which may bring property values down include medium to heavy traffic on Grandview Ave, Post Rd. and Todd Dr. Proximity to Arboretum and the Beltline are viewed as positives. 	<ul style="list-style-type: none"> Connect property owners with incentive programs to rehab and revive properties – could catch on among other owners as well who might choose to make improvements as well. Consider help from Project Home, Fresh Start, and Habitat for Humanity, etc. Host neighborhood plan meetings, activities at apartment communities to encourage tenant and multi-family

Arbor Hills – Leopold Neighborhood Plan: Issues and Opportunities Identification: 1st City Staff Team Meeting – 6/29/11

		property owner engagement.
Housing Operations	<ul style="list-style-type: none"> Perception of area is sometimes negative. Clear separation between apartment communities and single-family housing; invisible fence is the park. Have not been complaints about public housing for at least two years. Not looking at expanding public housing. Rules of redevelopment tools are changing. "Blight definition". 	<ul style="list-style-type: none"> TIF that includes Arborgate property is small, but it could be expanded and/or a new district could be created. Explore replicating process for using infrastructure dollars (Arborgate) at other underutilized sites. Incorporate neighborhood oriented uses into redevelopment of existing underutilized properties.
Real Estate		
Business Resources	<ul style="list-style-type: none"> Two commercial areas north of the Beltline are not connected. 	<ul style="list-style-type: none"> Engineering will connect these areas with the Cannonball Trail, but it's impossible to connect through with a road. The Arborgate Project and Novation Campus are providing employment and boosting economic growth in the area. There are other sites including underutilized buildings – many opportunities w/ close proximity to the Beltline. Office of Business Resources will conduct interviews w/area employers to glean additional information about why they located in the area, what sorts of infrastructure and other enhancements would help their businesses, etc.
Community Development	<ul style="list-style-type: none"> Isolation/separate uses. No connector in neighborhood. No neighborhood center. Demographic transitions in an area not designed to absorb such transitions. Youth activities and programming is far from this neighborhood area – Boys & Girls Clubs in Allied and north of the Beltline on Taft St. 	<ul style="list-style-type: none"> Leopold Elementary School as a Lighted Schoolhouse – there's some issue with the gym and its equipment but are trying for establishing this program by this fall. Explore shuttle services to youth activities sites.
Fire Department	<ul style="list-style-type: none"> Is it a good idea to have an elementary school with enrollment of 700? 	<ul style="list-style-type: none"> Explore opportunities that school could provide.

Arbor Hills – Leopold Neighborhood Plan: Issues and Opportunities Identification: 1st City Staff Team Meeting – 6/29/11

<p>Traffic Engineering</p>	<ul style="list-style-type: none"> • Post Rd. is only east-west route through the neighborhood. Definitely a great deal of cut-through traffic, but local traffic is also significant. • Difficulties managing roadway issues given multi-jurisdictional area. • Unattractive entrance points. 	<ul style="list-style-type: none"> • Consider using Fish Hatchery Rd. corridor for bus rapid transit – drawback is that the bus will need to slow down significantly crossing the Beltline going through mixed traffic. • Explore connecting the library and grocery store to the rest of the neighborhood using a U shaped route from the South Transfer Point and West Transfer Point – drawback is that it would be a long, expensive route.
<p>Metro Transit</p>	<ul style="list-style-type: none"> • Area not well-connected within and to other parts of Fitchburg (especially Fitchburg’s City Hall, Library and Community Center off Lacy Rd.) and the City of Madison (especially central, western parts of U.W. and VA/UW Hospitals). • Transit funding challenges due to the coordination necessary between the three jurisdictions (Cities of Madison and Fitchburg and Town of Madison). 	<ul style="list-style-type: none"> • High Ridge/Caddis – connect to Leopold Way – access grocery store. • Fish Hatchery bus rapid transit. • Fitchburg exploring connections to new library. • Fitchburg interested in a transfer point at Copp’s Grocery Store.

