

Invitation, pictures & flipcharts after polling

NEIGHBORHOOD SUMMIT

Development Process Improvement Initiative

**Trinity Luthern Church
1904 Wiinebago St.
July 31, 2010**

Greetings-

We are inviting you to participate in an Alder-initiated Neighborhood Summit, Saturday July 31 from 9am-noon, at Trinity Lutheran Church 1904 Winnebago to begin an initial discussion about the land use approval process from the point of view of neighbors and neighborhoods so that those of us elected to represent you can hear your thoughts and discuss suggestions on best practices with each other, other stakeholders and the city.

We are inviting fellow alders, members of citizen committees tasked with the review of development proposals, and members of neighborhood associations throughout the city to lead a roundtable discussion of what works and what could be improved in our development approval process. The primary focus is to provide a vehicle for neighbors to share experiences and insights in order to facilitate their participation in the process but all interested stakeholders are welcome to participate.

Tim Cooley, the Economic Development Director at the City, has invited neighborhood associations (NAs) to submit written comments to the Economic Development Commission (EDC). His email outlined the timeline regarding EDC's review of the land use approval process. He has requested NAs to submit written comments by July 30 in order to be included in an August 18 Preliminary report to EDC, with final action by the council proposed for November 9. At the roundtable, we will break into groups and go through a two part agenda: what is the problem and what are some solutions. Alders and committee members from Plan, Landmarks, Urban Design and Zoning Board of Appeals have been invited to help facilitate discussions at breakout tables. If your neighborhood association submitted comments to EDC, send a copy and we will make copies available at the meeting. The information we gather can be used throughout the process to insure a truly robust and inclusive discussion.

We realize this is short notice and it is being held on a summer Saturday but it is the first step and there will be future opportunities to talk. Several Alders have been discussing our role in the development process (alders are notably absent in recent documents) and possible recommendations we would like to consider as policy and in the upcoming budget process. We want your input. Please forward to neighborhood list serves and other interested parties.

We hope you can join us. Please RSVP to Debbie Fields in the Council office dfields@cityofmadison.com or at 266-4297. Thanks for volunteering your time and passion to help build a great city.

Marsha Rummel District 6

Mike Verveer District 4

Shiva Bidar-Sielaff District 5

Brian Solomon District 10

Chris Schmidt District 11

Satya Rhodes-Conway District 12

Julia Kerr District 13



• Education of Associations

• Alders re: process
• City Supplied

• Better notification process

• Bigger Mail list

• Further in advance

• Assns. included in all staff meetings

• All neighborhood mts to be independently facilitated & opened -
City Trained

• Reasonable timeframes for process

④ Neig plans need to comply with
●● Comp. Plan ●

● Neig Plans need to have more teeth

① Good Communication within neig

② Neig need good education about criteria
- Criteria? What is currently used?
Difference between substantive +
process issues?

③ More support from City for neig plans

What is process when proposed dev.
does not comply with neig plan?

- DEVELOPERS SHOULD COME EARLIER W/ MORE
 - CHOICES BEFORE DECISION ARE MADE • • • • •
- NA'S + PLANNING COUNCIL'S NEED TO BE ACTIVE, ORGANIZED, AND REPRESENT NEIGHBORHOODS
- REGULAR REVIEW ~~AND~~ AND EDUCATION ON NEIGHBORHOOD PLANS
- IF THE CITY AND DEVELOPERS WANT NA'S + PLANNING COUNCILS TO BE EFFECTIVE, THEY NEED SUPPORT / RESOURCES.
- ENCOURAGE NA COMMUNICATION W/ OTHER ORGANIZATIONS IN NEIGHBORHOOD AND LARGER COMMUNITY
- CLARIFY AND RE FOCUS ROLE OF NA'S

- STREAMLINE COMMUNICATION W/ STAFF
- BETTER CONTACT INFO/DIRECTORIES
- CROSS TRAINING IN ROLES/JOB
- EASIER ACCESS BY CITIZENRY W/ QUESTIONS
- BETTER REPORTING/NOTICE OF NEW DEVELOPMENTS/MUCH EARLIER
- HOW TO NOTICE PEOPLE EARLY ENOUGH IN THE PROCESS?
- NEWSLETTERS ARE SPORADIC, NOT EVERYONE HAS COMPUTER ACCESS, BRING BACK PHONETREES
- PARKS DEPARTMENT SEEMS ABLE TO RESPOND AND ADAPT TO NA REQUESTS
- NA PRESIDENTS + ALDER MUST GET EARLY NOTIFICATION AND ACT QUICKLY TO

- Developer should be required to communicate with N.A. at a certain level of development
- formalize the process - require triggers/exceptions for dealing w/ N.A.
- Get N.A. involved early - require it. N.A. have unpredictable lead times. (buy 51 pieces of metal well)
- N.A.'s NEED info - early and complete. Way of collaboration between city & developer
 - Working Model may be sufficient - but they must be kept up-to-speed AND communicate with N.A.
 - Plan for zoning variances
 - N.A. should be notified @ pre-app process
 - success in affairs or success



• Easy access to information about projects

• Training sessions for interested neighborhood members

• Standardization of process, so that neighborhood associations have path/track/process to follow

• Good practices shared from existing neighborhood associations

- set of guide lines
- go to committee to help problem solve
- workbook
- mentor system
- 1/1/1

Elements of a good process in the pre-application
and formal application process?

- Notify ^{-and engage} neighborhood associations ASAP
- Third party facilitated pre-application meeting (s)
- Multiple neighborhood input on reality (cross border) development
- Develops present neighborhood engagement process to neighborhood board for discussion of approval

"BY THE TIME WE [A HOOD ASSN] FINA BUT ABOUT A PROJECT, WE'RE ALD IT'S A DONE DEAL"

COMMUNICATION:

- NEED FOR ACTIVE N.H ASSN.
- PRE-APP → N-HOOD ASSN MUST BE NOTIFIED, NOT JUST ALDER
- REDUNDANCY ← POST CARDS TO N-HOODS
N-HOOD ASSN → MEMBERS
MULTIPLE NOTICES, SO NOT LAST MINUTE
- HOW DO WE GET N-HOODS TO PAY ATTN? How TO GET ACTIVE PARTICIPATION?
 - DOOR-TO-DOOR LEAFLETING
 - MAIL
 - POST CARDS
 - 'SOUND BITE' COMMUNICATION
 - LISTSERV
- N-HOOD ASSN = TAKES SOMEONE TO ORGANIZE
- NO UNDERMINING OF N-HOOD ASSN'S (BY ALDER, CITY)
- WE NEED A CLEAR IDEA OF WHAT IS GOOD ← ETO URBAN DESIGN, THEN DISCUSS PROJECT IN THIS CONTEXT
ETC
- ALDERS HAVE LOW BUDGET FOR MAILINGS
SPRING UP
- SHOULD ALDERS BE RESPONSIBLE FOR N-HOOD ASSN?
- WE NEED TRAINING FOR ALDERS IN FACILITATION
- " " EDUCATION N-HOOD ASSN RE: COMMITTEES, PROCESSES ETC.

PROFESSIONAL INDEPENDENCE OF
CITY STAFF

CONTINUE AUTHORITY OF
INDEPENDENT COMMITTEES
AND COMMISSIONS

••• UNIFORM ^{MIN.} STANDARD N.A.
MEMBERSHIP - CITY-WIDE.

• CITY PROCESS •••••

• PREDICTABILITY

• CONSISTENCY

• TRANSPARENCY

• FAIRNESS TO ALL

• EARLY INTRODUCTION OF IDEA
(NOT DRI PROPOSAL TO ECON. NOTE)

• GOOD COMMUNICATION/NOTIFICATION
••• IN NEIGHBORHOOD

• CITIZEN DILIGENCE / PROACTIVE

● Plan for complete services (grocery, drug store) in Neighborhood.

Recognize and

● Preserve diversity of neighborhoods.

● Make lobbying transp. How can N.d. equal impact of lobbying.

03/11/2011
Zoning
to them

- * Informed, communicative alder
- * defined process - stick to it
 - * broadly based neighborhood involvement
 - * experience + knowledge in NA
- * early, transparent communication
 - * electronic access to development info
 - * defined first point of contact for city
 - * good process to communicate from NA to city
 - * flexibility in process to accommodate different NAs
 - * retain experienced city commission mbrs.
- * make decisions based on next generation, not next election
 - * well defined, easy to understand and access info on city process

- * facilitate neighborhood cooperation
- * early ^{informative} communication from developer prior to application
- * open minded developers that engage in good faith negotiations
- * required notification and current waiver system
- * support from city staff in pre-application
- * proactive neighborhood planning
- * active participation from neighborhood
- * city support of NAs

Ad
12

* Make
all co
tree

- NEIGHBORHOOD ASSES ARE IMPORTANT IN THE PROCESS BECAUSE THEY SETBACK ROADWORK
- BEST CITY LEADERS CUT THEIR TEETH IN N.A.'S
- N.A.'S PROVIDE FOR PARTICIPATORY INVOLVEMENT THAT HAS ENHANCED NEIGHBORHOODS
- N.A.'S ENCOURAGE SOMETHING GOOD, WORK OFF THE ROUGH EDGES, PREVENT BAD THING ^{BEING ACHIEVED}
- WE CAN POINT TO [LONG, DRAW-OUT PROCESSES] → THINGS IN MADISON RESULTING FROM
- NEIGHBORHOODS NEED TO DEVELOP THEIR OWN, PROTECT. CONSISTENT PROTOCOLS

~~VOICE~~ VOICE FOR PEOPLE, INCLUDING THOSE NOT NORMALLY HEARD
 ↳ PEOPLE HAVE OPINIONS & WANT TO BE ASKED

• BETTER INFORMATION-SHARING

- ① GETS MISSED, & IT NEEDS TO HAPPEN BEFORE THE SHINY PLAN GETS PRESENTED TO THE CITY
- NEIGHBORHOOD/BUSINESS DISTRICT PLANS ARE IMPORTANT

• Strong Alder relationship

Lack of public input

- What is wrong w/ current process?
 - Clearly articulate what needs to be fixed.
- What is dev. process? clarity (Alders NA and resp.)
- ~~Some~~ No secret meetings. More transparency
- How can N.A. voice in process?
- Scale process approp. to complexity of dev.
Visual timeline for complex projects.
(Logistar is opaque.)
- ~~Some~~ Some others MIA in process.
- Require EIS ^{type} to define impacts of dev: ^{environ. archaeology} cost, traffic, econ. ^{viewsheds}
- Recognize current process works for vast majority of proposals. How do outliers like Edgemoor become smoother?
- How do different layers of planning (No., compreh) work together? Directive vs. mandatory?