

Jeff Smoller Handout

**Madison Economic Development Committee: August 17, 2016**

I am Jeff Smoller with Willy Wash appearing as a citizen. This is an update on our April 20, 2016 appearance in which we proposed a Gateway role for the committee. We maintain that view. Willy Wash has a 3-pillar, 10-step, 2-year visioning strategy:

**Pillar one: Madison Horizon Gateway charrette**

Comprehensive plans require compelling visions

A vision is needed

Connect Madison is useful, especially for equity; but it is not a vision

The charrette is citizen-based visioning for 2023: Life Magazine + 75

Clear opportunities:

- The Market Terrace on the Yahara River
- Thousands of possibilities for The Golden 50 (Kraft acres)

Visioning guidance: John Nolen/Ladislav Segoe 2.0: Re-purpose/connect/prosper

- Step 1: Historical and current plan reviews/discussion
- Step 2: Environmental Design Research Association, May 2017
- Step 3: Grass roots charrette

**Pillar two: Sister-neighborhoods**

- Madison visit Milwaukee's Near West Side
- Emerging, shared interests: BIDs, NIDs, brownfield/waterfront investment

**Pillar three: Fork-it-Fest 2017**

- North Side improvements: Willy Street Co-op, RPs Pasta
- City neighborhoods; City neighbors
- Mobility + equity = opportunity demonstration
- September 8 NSDC Business Walk lays the groundwork for Mad Rep

Attached: Market Terrace: May 25, 2016; Milwaukee visit: June 20, 2016; Economic Ctte April 20, 2016; Willy Wash Statement to City of Madison Economic Development Committee: August 17, 2016  
Willy Wash Madison Economic Development Ctte 08-16-16.doc draft 11.0

## Market Terrace on Yahara River offers equity

by TERRY SHELTON

**T**HE UNION TERRACE on Lake Mendota. The Monona Terrace on Lake Monona.

The Market Terrace on the Yahara River? Madison is blessed with multiple bodies of water, but only two terraces.

One of them (Union Terrace) is under construction and hard to get to when it isn't. Plus, it can feel like a gated enclave, full of university students and their out-of-town friends and family.



Terry Shelton

The other (Monona) sits like a fortress attached to a parking garage and does

not provide access to the water.

With the planned Madison Public Market on/near the Yahara River off East Washington Avenue, we have a chance to correct that situation. We can add a new gathering place for all Madisonians to wet their toes, skip a rock or look at the moon's reflection. It would also be a great equalizer, alleviating a need identified by the city's public market consultants who said Madison was short on public access to water for the general public.

In a letter to the city in July 2014, Stephen Davis of the Project for Public Spaces said: "Perhaps (the market's) greatest strength is that the site is located along the Yahara River, and with that great natural amenity Burr Jones Field, has the potential to become an extraordinary public gathering space for the city of Madison."

A public terrace on the Yahara would connect us to Madison's earliest history, particularly the "Park and Pleasure Drive Association" that made its way along the Yahara in the early automobile age. And it could help nudge us toward fulfilling some promises of the Madison Creed, adopted in 1915 by Madison's Board of Commerce. That creed challenged Madison to set social, academic and economic targets. It asked its citizens to be "real neighbors" and instructed business to "serve others well."

We don't have to look far to find examples of other cities taking advantage of their riverfronts, which, like Madison's,

## Excerpt from the Madison Creed, adopted by the Board of Commerce in 1915

I believe in her ability to become in the FUTURE a city of even greater influence and power — a city destined to become the above of one hundred thousand people, where the poor shall be less unhappy, the rich less self-satisfied, for the one shall have a more intelligent understanding of the other; where jails shall be empty of prisoners, streets clear of beggars and neither shall the aged in want be cast upon the charity of strangers; a city where friends shall be true friends; neighbors real neighbors; a city where the strong shall really sympathize with the weak; where there shall be even more respect for those who have traveled the longer road; and even more hopeful confidence in the promise of glowing youth; a city where progress shall be the result of retaining the good of the old and accepting the tried of the new, where cooperative competition shall be the ideal in trade, live and let live the slogan of business, serve others well to successfully serve self the policy of industry and commerce and finally where each and every citizen shall be a community builder in fact as now in name.

were central to their cities' birth and growth. Detroit's riverfront is considered one of the most diverse places in the state, with visitors of all races and income levels.

A recent review in the Detroit Free Press said, "On any given day you can spot athletes, families on bikes, women wearing saris and hijabs, businessmen in suits, and children playing. The public space is a multicultural mecca within a city that's still one of the most segregated in America."

Racial equity was a driving force for Detroit. Planners heard simple requests in 150 community forums: Give us inviting green areas along the river that could be reached without a car, along with safety, security and lighting.

Madison has a chance to replicate this process and result as it moves ahead on its public market plans. The Market Terrace — or People's Terrace if you will — can be part of a bold, new gateway to the city. It can be a distinctive place of artistic merit, architectural distinction, creative energy, environmental quality and economic vitality — as well as a meeting place for all citizens in an area that was once the city's manufacturing, cultural, entertainment and residential hub. ❧

Terry Shelton is retired outreach director at UW-Madison's La Follette School of Public Affairs and a member of the citizens' group WillyWash, which has been working on city equity, environmental and economic issues since 2006.

*Draft*  
**Report to Mayor Soglin**

## **Is Milwaukee's neighborhood of neighborhoods a model to explore?**

On June 20, 2016 Willy Wash sponsored a visit by ten Madison residents to Milwaukee's Near West Side neighborhood of neighborhoods to learn about community input in business improvement district (BID) expansion and a visioning charrette. The goal was to gain charrette ideas for the area marked by the Yahara River, North Side and Dane County Airport.

Marquette University, UW-Milwaukee and the Near West Side Partners invited Willy Wash to two events:

- A customized presentation for Willy Wash at Marquette University on minority involvement in expanding a BID;
- A community presentation attended by more than 100 at Harley Davidson headquarters on a charrette coordinated by the UW-Milwaukee to shape visions for six business corridors.

The Near West Side is an incorporated "neighborhood of (seven) neighborhoods" that uses governance lessons from the nearby Menomonee River Valley. Bert Stitt, Greg Potter and Lauri Lee are collaborators for the Willy Wash charrette in Madison.

As a result of the Madison visit to Milwaukee the following recommendations are made:

1. Accept Marquette University's offer to bring West Side Partners to Madison to explain the business corridor charrette;
2. Accept the UW-Milwaukee's offer to host a Madison neighborhood of neighborhoods delegation so see first-hand how the charrette will be applied in support of business corridors and minority business development through an expanded Business Improvement District;
3. Invite the Near West Side leader Keith Stanley and MU Vice President Rana Altenberg to share the Near West Side story at the Mayor's October 8 neighborhood conference.

Here are impressions from two Near West Side sessions.

Session One: Led by Sheena Carey, MA, a Marquette employee and owner of CREATES, a multi-cultural organizational development consultancy that promoted equity by expanding the Avenues West BID. Insights:

1. Neighborhood leadership with political backing, establishment business support and disciplined follow-through on questions were essential;
2. There is no substitute for face-to-face engagement. It turned around an alder and yielded a unanimous expansion vote;
3. Two vendors worked intensively for six weeks. They did meetings, web, door knocking, face-to-face. One vendor was paid about \$6,000;
4. The established BID leaders supported expansion for commercial and equity reasons;
5. The economic strategy is similar to the Connect Madison economic plan;
6. The consultancy owner is an accomplished African American with a Latino business partner who is committed to building healthy neighborhoods in an area that's 40% black, 8% Latino and 7% Hmong.

Session Two: Led by Carolyn Esswein, director UWM Community Design Solutions that managed the charrette. Insights:

1. Charrette recommendations emphasized commercial, not residential or institutional development;
2. The six business corridors were selected to support existing and new businesses and gateway imaging;
3. The charrette project did not stand alone. It was supported by commercial real estate, entrepreneurship, public safety, business tool kit and branding initiatives;
4. One site supported a school-community-business recreation partnership that reminded some of the East High School area;
5. Leaders repeatedly declared that all projects must be economically viable;
6. Architectural designs addressed aesthetic and cultural needs such as area gateways, viewscales and gathering places;
7. City officials were sympathetic to implementing the will of the charrette;
8. The process understood needs like food, security and transportation;
9. Bus Rapid Transit stops will meet neighborhood needs;
10. Near West Side Partners leaders have the people's backs;
11. Marquette University needs a solid neighborhood and supports a food market;
12. Multi-neighborhood settings can leverage investment where it's needed, not just where developers want it.

A UWM link to the architects' renditions:

<http://uwm.edu/community-design-solutions/near-west-side-charette/>

Here are participants in the Milwaukee trip: Mary Beth Collins, UW-Madison School of Human Ecology; Jerusha Daniels, Forward Community Investments; Gwen Kay, RPs Pasta; Lauri Lee, North Side Development Coalition; Mario Martinez, RPs Pasta; Gregg Potter, Project Kinect; Terry Shelton, WI Leadership Institute and WI Academy of Global Education & Training; Jeff Smoller, WI Academy of Global Education & Training; Greg St Fort, Let's Keep Building; Bert Stitt, Center for Community Stewardship. Numerous others, including city officials and employees, were invited to join in the delegation.

Near West Side Partners: <http://www.nearwestsidemke.org/>

Charrette video: <https://www.youtube.com/watch?v=nje27IK9uc4&feature=youtu.be>

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Willy Wash Near West Side charrette takeaways formatted for Mayor Soglin 07-16-16 draft 5.0

## Madison Economic Development Committee: April 20, 2016

- I am Jeff Smoller with the Willy Wash network appearing as a citizen.
- This is about a timely, important and place-based focus for the City's economic plan. We have met with two city officials and offer you a chance to shape and participate in an engagement process.
- A meeting with Bill Fruhling Nov. 17, 2015 produced the need to address Area 2 on the Yahara because of the public market. The map of Area 2 and Ed Jepsen's handout are attached.
- A meeting with Natalie Erdman March 16, 2016 produced her agreement on the importance of Area 2 and request to Mark Greene to get the word out on the economic plan.
- We are grateful for the leadership of Bill and Natalie.
- However, getting the word out also should include listening to the people and city workers with other plans.
- Five big things support our engagement premise:
  - The Public Market
  - The role of the Yahara River Parkway in the City's future
  - RPs Pasta, Willy Street Coop and the North Side Food Innovation Corridor
  - The future of Kraft
  - Madison's air gateway from Truax to the Square
- All five must be considered to produce a vision and economic plan that the people support. Given complexity, we need a catalyst to create a composite from many components.
- The catalyst is a 2-year charrette and youth initiative that produces a vision and actions that benefit the corridor and City. Bert Stitt is designing the charrette. The North Side is very interested in a partnership.
- Some ingredients already exist in plans that apply to Area 2 and Capitol East. Other plans are to be shaped.
- This public engagement can produce a result where the whole is greater than the sum of the parts. Indeed, it can produce an awesome vision and tangible results that reflect your priorities.
- Take the issue of equity. The City's consultants said there is a need for waterfront space for everyone. Maybe there's a people's terrace on the Yahara that complements The Union Terrace. The new terrace also could stimulate good jobs in the entire the food corridor.
- We told Natalie we would seek outside support and engage her planners. We also pledged co-design with the people, not top down. This committee is about convening and shaping the City's economic plan. It also can be about learning from other efforts in Milwaukee and Nashville that apply here and we can help. The Near West Side Partners are described in Marquette University's magazine:  
<https://issuu.com/marquetteu/docs/marquette-magazine-spring-2016?e=3052848/34913624>
- We can celebrate progress at the North Side Ethnic Pasta Fest in 2017 and Mad City Performing Arts Homecoming for the public market in 2018. RPs CEO Peter Robertson is on board.

# WILLY STREET EAST WASH

Join our placemaking efforts for

\* FOOD \* ART \* MUSIC \* ENVIRONMENT \*

in the Public Market and Northside areas



How does your neighborhood express itself...  
Capacity? Culture? Celebration?  
Engagement? Equity? Entrepreneurship?

WILLY WASH on Facebook

or contact [terrykshelton@outlook.com](mailto:terrykshelton@outlook.com)

Grassroots volunteers supporting Williamson Street and East Washington Avenue since 2006