

## Waunona Way Planning District

The following data are drawn from the 2014 Madison Neighborhood Indicators report (web version (<http://madison.apl.wisc.edu/index.php>)).

### Availability & density of affordable housing

- At 247 acres, WWPD is Madison's 2<sup>nd</sup>-smallest planning district
  - Of 62 planning districts, WWPD has the 16<sup>th</sup> largest # of **affordable housing** units (174)
    - Adding 48 units will move it to 11<sup>th</sup>-most
  - **6<sup>th</sup>-highest density** of affordable housing units (0.7 units/ acre)
  - **6<sup>th</sup>-highest amount** of affordable housing as percent of total (16.1%)
    - Adding 48 units will push it to 4<sup>th</sup> highest, behind only Capitol Square, Wingra Park, and Marlborough
  - 93% of the affordable housing in WWPD is **concentrated** in the Southeast corner of the Planning District, the Broadway-Simpson corridor (161 units in a 40-acre area between Fayette St., Broadway, Weber and Bridge Roads)
  - Within Broadway-Simpson, 21% of housing units are currently affordable housing units.
    - Adding 48 units will push that to 38.5% of the total
  - In total population, WWPD is the **14<sup>th</sup> most dense** district in the city (#residents/ acre of land area), comparable to Swanton, Lakeview and Marlborough; it is 12<sup>th</sup> densest of non-student districts
  - The rate of housing ownership (44.3%) is in the **bottom 1/3** of Madison's planning districts

### Public Transit Availability

Of the 10 planning districts with the highest density of subsidized housing, Waunona Way has by far the **fewest public transit options** (# rides/ 7-day week):

Geography	Available transit service	Affordable Housing density (units/ acre)
Near West Planning District	6,763	0.48
Capitol Square Planning District	5,238	2.17
Wingra Park Planning District	2,650	0.96
Tenney Park Planning District	2,533	0.86
Sherman Park Planning District	2,426	0.72
Greentree Planning District	1,117	0.47
Marlborough Planning District	710	1.28
Swanton Planning District	699	0.50
Lakeview Planning District	504	0.66
<b>Waunona Way Planning District</b>	<b>417</b>	<b>0.70*</b>

\*0.90 with 48 add'l units

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When compared to planning units with similar population size, Waunona Way also **lags in access** to transit, with marginally more access than Southeast (i.e. Owl Creek)

Geography	Total Population	Available transit service	Affordable housing units
Junction Planning District	1,628	657	0
Truax Field Planning District	1,724	1,558	180
East Washington Planning District	1,806	1,332	24
<b>Waunona Way Planning District</b>	<b>1,968</b>	<b>417</b>	<b>174</b>
Midtown Planning District (distant southwest side)	2,051	0	0
Crestwood Planning District	2,110	1,806	5
Southeast Planning District (Owl Creek)	2,194	108	19

## Public safety (Madison Fire Department Data)

Waunona Way Planning District has very **slow fire and EMT response times** - far below the national standard, which calls on fire departments nationwide to get to emergency scenes within five minutes 90 percent of the time. A problem endemic to the southeast side, slow response times in WWPD are due to its **isolated location**. In the geographic area that theoretically would be served by the addition of Southeast Side Station 14, Lake Point Drive is one of three streets that has had more than 150 calls for fire/ EMT over the past 3 years.

MFD data January 1, 2013- October 5, 2015

Street	Total incidents	Total Average Response Time
Lake Point Dr.	152	10:24
Waunona Way	45	10:04
Hoboken Rd.	7	11:38

## Other Demographics

- The Waunona Way PD has the **2<sup>nd</sup>-highest unemployment rate** (13.5%) in the City of Madison, more than double the City's 6.3% rate. It is one of 12 planning districts with an unemployment rate greater than 10%
- WWPD has the **5<sup>th</sup>-highest proportion of economically disadvantaged students** (78.9%) in the city (behind Marlborough, Truax, Burr Oak, and Warner Park). It is one of 11 planning districts in which more than 70% of students are classified as economically disadvantaged
- In WWPD, **14.8% of families live in poverty** compared to 9.7% of families in the City of Madison
  - Of 200 families in the Broadway-Simpson corridor at least **30% live in poverty**

**Comments to the Plan Commission on the Proposed 2230 W. Broadway Affordable Housing Project**  
**Submitted by Erin O'Brien, 2221 Lake Point Drive**  
**January 11, 2016**

I appear before you this evening to ask you to vote no on the requested conditional use approval to construct a mixed-use building containing 14,000 square feet of first floor commercial space and 36 apartments at 2230 W. Broadway.

This proposal has elicited significant community opposition. I am submitting a petition outlining our objections for your review. We began circulating just one week ago. With very little effort, we have already secured 138 signatures and I believe many more individuals would like to sign. Please note that more than 50% of the signatures collected to date are from residents who live within 1-2 blocks of the current center, in medium to high-density rental housing.

To fully understand our objections to this proposal, you need to understand the history and current demographics of the neighborhood. In 1997, a TIF District was formed to address blight in the Simpson Street-Broadway corridor. Major investments were made to reduce the density of rental housing and encourage establishment of more owner occupied units. I don't have time to explain those activities, but have submitted a map and summary explanation for your review.

These efforts stabilized our neighborhood. It is a safe and enjoyable place to live, but problems remain. 80% of our children qualify for free or reduced cost lunch. Relative to the rest of the city we have an extremely high density of assisted housing and very poor transit service. Service oriented commercial and retail development is almost non-existent: no laundromat, hardware store, hair salon, coffee shop, tailor, or any of the types of retail amenities healthy communities have access to. Our schools are all over 2.4 miles away and the closest grocery store requires a 1-mile bus ride (not ¼ mile as reported by Movin' Out in their September 2015 funding applications) plus at least a 2/10 of a mile walk.

This evening you will likely hear a number of people testify in support of the proposed neighborhood center. While that is a potential use of the proposed commercial space, the primary purpose of this proposal is to develop 36-units of subsidized rental apartments. Your decision on this application should be based largely on whether that proposed use is appropriate for this parcel and this community.

City Planning staff have recommended approval and suggested that the proposed use is consistent with both the City of Madison Comprehensive Plan, and the approved Broadway-Simpson-Waunona Neighborhood Plan. This recommendation holds up if you subscribe to a one-size-fits-all approach to land use decision making where any *allowed* or *conditionally allowed* uses within a designated district should automatically be deemed consistent with the plans for a given parcel or neighborhood. This approach is not appropriate in this context.

This parcel is designated for Mixed Use Neighborhood in the Comprehensive Plan and zoned Commercial Corridor-Transition. While some residential development is allowed, the purpose and intent of both districts is primarily commercial as follows:

“The NMX District is established to encourage and sustain the viability of commercial nodes that serve the *shopping* needs of residents in adjacent neighborhoods. The district is also intended to:

- (a) Encourage pedestrian, bicycle and transit use *as a means of accessing these commercial areas*.
- (b) Encourage *diversification* of uses, including residential, commercial, and civic uses, in order to enhance the vitality and appeal of these areas.

**As identified in our approved neighborhood plan and TIF District Project Plan, shopping and other retail amenities are sorely needed in this neighborhood. In contrast, we have an abundance of housing diversity. This proposal homogenizes, rather than diversifies the area.**

“The CC-T District is established to recognize the many *commercial* corridors within the City that remain largely auto-oriented, and to encourage their transformation into *mixed use* corridors that are equally conducive to pedestrian, bicycle, transit and motor vehicle activity.”

The CC-T District is also intended to: “Facilitate preservation development or redevelopment consistent with the adopted goals, objectives, policies, and recommendations of the Comprehensive Plan and of adopted neighborhood, corridor or special area plans.”

**As identified in our approved neighborhood plan and TIF District Project Plan, the goals, objectives, and recommendations include a *reduction* of high-density rental housing and an increase in service-oriented commercial amenities.**

The proposed neighborhood center is not a commercial use. And while zoning staff say they don’t believe the proposed mixed use will create an undue impact on traffic circulation or parking in the area, this claim disregards comments submitted at neighborhood meetings and to the UDC where serious traffic & pedestrian safety concerns were raised due to traffic bottlenecks, a lack of sidewalks on adjacent streets, and expected overflow on-street parking (see photo).



Entrance to Center will be across from PDQ driveways. One way restricted travel on W. Broadway will send incoming traffic from the west and outgoing traffic going east down Lake Point Drive (no sidewalks) or through the PDQ lot. Inadequate parking will result in off-site overflow parking. This will exacerbate pedestrian and vehicle safety hazards.

**This proposal is inconsistent with neighborhood needs and goals and the developer is trying to do too much in too little space. Their proposal will impede the normal and orderly development of much needed commercial and retail amenities in our neighborhood and will be detrimental to the safety and general welfare of the community. Given these concerns, special exceptions in the form of conditional approvals should not be granted. Please vote no.**



Department of Planning & Community & Economic Development  
**Community Development Division**

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January 11, 2016

Tom Solyst  
Executive Director  
614 Vera Court  
Madison, WI 53704

RE: Vera Court & Bridge Lake Point Site Visit and file review of CDBG-funded  
Neighborhood Center/Center Support

Dear Tom,

I want to thank you and your staff for preparing for and accommodating my monitoring visit on November 18, 2015. These reviews are an important component of how we ensure that HUD and City funds are being used in compliance with all contract requirements. It is also an opportunity to improve upon policies and practices if those are warranted.

I reviewed all administrative and programmatic policies, procedures and corresponding files. I randomly selected files from October, 2014 for review. John Davitt, from the City Finance Department, reviewed all the financial policies, procedures and files. John reviewed documentation from May, 2014. In both our cases, we did this for both Vera Court and for Bridge Lake Point Waunona Centers.

I am pleased to report that I found no problems with your policies and procedures. In fact, they are in such good shape, they could be used as models for other neighborhood centers. I'm also happy to report that I found nothing that was out of compliance or that did not match reports that had been submitted to the City for either Vera Court or Bridge Lake Point.

John found the same to be true with the financials. He found nothing that was out of compliance or that did not match reports that had been submitted to the City for either

Vera Court or Bridge Lake Point. You will note on Question 46 of both the Vera Court and Bridge Lake Point Monitoring Tool, John had a suggestion for improving the internal controls over the cash receipt and receivable function.

In closing, I hope that you will pass on to Hope and Arturo my appreciation for the work they put into preparing for my monitoring visit. I want to thank you, Hope, Arturo and Dana for the time you provided John and I on November 18<sup>th</sup>. You and your staff are to be commended for operating two neighborhood centers that are functioning so smoothly and benefiting their respective neighborhoods.

A copy of the Vera Court and Bridge Lake Point completed monitoring tools are enclosed.

Lorri Wendorf-Corrigan  
Neighborhood Services Coordinator  
Community Development Division  
City of Madison

Cc: Laura Noel  
John Davitt  
Contract File

## Community Centers

### Dedicated parking spaces

Goodman	45 dedicated spaces
BLW (new location)	30 dedicated spaces
Boy & Girls Club – Allied	30 dedicated spaces
East Madison	25 dedicated spaces
Neighborhood House	15 dedicated spaces and 15 shared spaces
Wil Mar	40 shared spaces (church lot, shared spaces)
Lussier —	25 shared spaces with Jefferson Middle School
Boys & Girls Club – Taft	15 shared spaces with One City child care agency
Kennedy Heights	4 dedicated spaces
Vera Court	2 dedicated spaces
Meadowood	0 dedicated spaces

