

Waunona Way Planning District Fact Sheet

“A large body of literature argues that areas of concentrated poverty place additional burdens on poor families that live within them, beyond what the families' own individual circumstances would dictate. The research also indicates that areas of concentrated poverty can have wider effects on surrounding neighborhoods that are not classified as “high-poverty,” thus limiting overall economic potential and social cohesion.”

–The Enduring Challenge of Concentrated Poverty in America. 2008. Federal Reserve and Brookings Institution.

Location and economic demographics

Waunona Way Planning District (WWPD) is an isolated south-side, edge of town, neighborhood bounded by Lake Monona, the City of Monona, and the Beltline. At 247 acres, WWPD is Madison's 2nd-smallest planning district.¹



In WWPD, **14.8% of all families live in poverty** compared to 9.7% of families in the City of Madison.

Of 200 families living in the Broadway-Simpson corridor (161 units in a 40-acre area between Fayette St., Broadway, Weber and Bridge Roads) of the WWPD, at least **30% are living in poverty**.

WWPD has the **5th-highest proportion of economically disadvantaged students** (78.9%) in the city, behind only Marlborough, Truax, Burr Oak, and Warner Park.

WWPD is one of only 8 planning districts in which more than 75% of students are classified as economically disadvantaged.

WWPD has the **2nd-highest unemployment rate** (13.5%) in the City of Madison, more than double the City's 6.3% rate, and is one of only 12 districts with greater than 10% unemployment.

<i>Fair Housing Choice Recommendation</i>	<i>Relationship to Proposed Development</i>
<p>4.1.2 City planning staff should collaborate with the CDA, WHEDA, and other housing subsidy funding entities to direct new assisted and subsidized units to neighborhoods that do not already have concentrations of such units.</p> <p><i>(City of Madison Analysis of Impediments to Fair Housing Choice, November 2013.)</i></p>	<p>Of 62 planning districts, WWPD has the 16th largest number of assisted housing² units (174).</p> <p>WWPD has the 6th-highest concentration of assisted housing units by area (0.7 units/ acre).</p> <p>WWPD has the 6th-highest amount of assisted housing as a percentage of total housing (16.1%). Adding 40 units will push it to 4th highest, behind only Capitol Square, Wingra Park, and Marlborough.</p> <p>93% of the affordable housing in WWPD is concentrated in the 40-acre Broadway-Simpson corridor. 2230 W. Broadway and 1917 Lake Point Drive are also in this corridor.</p>

¹ All data in this fact sheet are drawn from the 2014 Madison Neighborhood Indicators report (web version - <http://madison.apl.wisc.edu/index.php>)

² Includes units supported by: Public Housing CDA, Private Projects - Section 8 Project Subsidies, Section 8 Tenant Based Vouchers, or Section 42 Tax Credits. (City of Madison Planning & Development Unit, received 01/11/2013).

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Access to Public Transit, Services and Amenities

Affordable Housing Recommendations	Relationship to Proposed Development															
<p>4.3.2 The City should direct new assisted and subsidized units toward key transit corridors, to put more residents close to transit lines for improved access to schools and jobs.</p> <p><i>(City of Madison Analysis of Impediments to Fair Housing Choice November 2013)</i></p> <p>City Affordable Housing Initiative Objective: Increase the supply of safe, quality, affordable rental housing throughout the City particularly in locations that are well served by transit and are proximate to places of employment, schools, parks, health care and other basic amenities.</p> <p><i>(2016 RFP for Affordable Housing Funds to leverage WHEDA Tax Credits)</i></p>	<p>Of all Madison planning districts with more than 150 assisted housing units, Waunona Way has the second-fewest public transit options.</p> <p>Bus time to the VA for a 10:45 am appointment is 91 minutes (6 miles), compared to 32 minutes from Union Corners (5.5 miles).</p> <p>WWPD has a Neighborhood “walk score” of 39/100 (i.e. most errands require a car).</p> <p>The nearest grocer to WWPD, Wal-Mart, is nearly 1 mile away in Monona, separated from the neighborhood by a 4-lane major arterial and the Beltline.</p> <p>WWPD is an “eligible” but not “preferred” area for Madison’s AHF program.</p> <p>Compared to other sites recently approved for assisted housing, WWPD lags substantially in public transit access.</p> <div data-bbox="646 936 1382 1562"> <table border="1"> <caption>Comparison of Assisted Housing Units and Available Transit Service</caption> <thead> <tr> <th>Site</th> <th>Assisted housing units</th> <th>Available transit service (Rides/ 7d week)</th> </tr> </thead> <tbody> <tr> <td>Waunona Way</td> <td>174</td> <td>417</td> </tr> <tr> <td>Tenny Park (Mifflin St. Apartments)</td> <td>315</td> <td>2,533</td> </tr> <tr> <td>Wingra Park (820 S. Park)</td> <td>441</td> <td>2,650</td> </tr> <tr> <td>Fair Oaks (Union Corners)</td> <td>66</td> <td>2,987</td> </tr> </tbody> </table> </div>	Site	Assisted housing units	Available transit service (Rides/ 7d week)	Waunona Way	174	417	Tenny Park (Mifflin St. Apartments)	315	2,533	Wingra Park (820 S. Park)	441	2,650	Fair Oaks (Union Corners)	66	2,987
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Public safety

WWPD **EMT response times** fall far below the national standard, which calls on fire departments nationwide to get to emergency scenes within five minutes 90 percent of the time. Slow response times in WWPD are due to its **isolated location.**

Madison Fire Department data Jan. 1, 2013- Oct. 5, 2015.

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