



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Approved UNIVERSITY HILL FARMS AD HOC STEERING COMMITTEE

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Thursday, August 22, 2013

7:00 PM

Covenant Presbyterian Church  
326 South Segoe Road

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### CALL TO ORDER / ROLL CALL

**Present:** 6 -

Joseph R. Keyes; Jaclyn D. Lawton; Thomas R. Favour; Jonathan W. Hoffman; Brian W. Ohm and Thomas Mooney

**Absent:** 2 -

Christopher P. Klein and Kristina E. Gislason

Governmental Staff/Consultants: Melissa Huggins, Urban Assets; Milena Bernardinello, Planning Division

Others Present: Chuck Stathas - Neighborhood resident.

A meeting of the **University Hill Farms Ad Hoc Steering Committee** was held on Thursday, August 22, 2013 at Covenant Presbyterian Church at 326 South Segoe Road.

The meeting was called to order at 7:00 PM. A quorum was present and the meeting was properly noticed.

Tom Mooney raised the issue of not having received the agenda by e-mail. Other committee members highlighted it was a link to the city web page at the bottom of the e-mail to access to the posted agenda. He said might have missed it because he was looking for an attachment, but it was suggested to double-check whether his name was listed in the original e-mail.

### APPROVAL OF June 27, 2013 MINUTES

Several steering committee members inquired about how the list of neighborhood issues, weakness, strengths, opportunities and threats (etc) were recorded/reported for the minutes. The Consultant stated that the minutes were transcribed directly from the flip chart notes taken during the brain storming exercise conducted by the consultants at the June meeting. Melissa will double-check the flip chart notes and discuss any clarifications at the next steering committee meeting.

Consultant clarified that, although the list will be part of the public records, the report refer to the planning process and it will not be part of the final report for the public, it will only be referenced. That exercise was designed for internal use only; the function of it was for the consultant to gather steering committee's feedback through a SWOT analysis about local issues.

**A motion was made by Keyes, seconded by Lawton, to Approve the June 27, 2013 Minutes with the following changes:**

- Under Call to Order/Roll Call (pg 1): Correct spelling of Keys to Keyes
- Under Priorities (pg 9): Replace "Apartments on west side of Sheboygan" with "Apartments on west side of Eau Claire and Whitney Way and north of Sheboygan"
- Remove enumeration and substitute with bullet points to avoid misinterpretation by public of ranked listing.

- Under Opportunities #3 (pg 2): describe specific location of triangle.
- Under Strengths #2: Remove subpoint i.
- Under Weaknesses “ 2 and 4 (pg 3): Combine to read “ “Redevelopment at University and Whitney Way.
- Under Post-It Activities/Opportunities #2 (pg ): Replace rice with “ice rink”.

The motion passed by voice vote/other.

## PUBLIC COMMENT

None

## DISCLOSURES AND RECUSALS

None

### 1. [29906](#)

#### Updates

Consultant distributed two handouts: 1) Plan Tasks and Timeline and 2) July 27, 2013 Committee Notes. Huggins went over the tasks and timeline to assure the committee that, even though the July meeting was cancelled, the Plan tasks are on-time. The Consultant reviewed the tasks:

- Description of the data collection, and update of the Neighborhood demographic profile the planning department is preparing;
- Tour of the study area completed;
- Website up and running for advertising the open-house;
- Focus groups: #1 Business Group-completed; #2 Service Providers - scheduled for Friday 23 with Service Providers; #3 Senior Group - scheduled for September 3.
- Neighborhood Online Survey- completed; Sheboygan Avenue Bus Stop Interviews - completed.

Joe Keyes reported that the attendance at the 4th of July picnic was high from the single-family homeowners; very low representation of minorities and renters, especially students, which might still not aware of the on-coming open-house.

Jacki Lawton , asked whether involving schools could be a venue to advertize to families the open-house event. Consultant replied the planning department is in contact with the schools.

Tom Favour asked to move the public meeting scheduled for Nov.4 to a different day due to Football game conflict, which will reduce attendance. Committee and consultant agree to find a different date.

### 2. [29905](#)

#### Plan Development

Huggins presented a PowerPoint summarizing the results of the community wide survey, exit interviews, and focus group interviews.

##### Neighborhood survey

Huggins stated that the community survey was online for one month. 248 persons responded to the survey. A general profile of those responding: More females; 25% of people older than 55 years; 30% had been living in home for 20 years or more; no respondent had children in home; mainly homeowner, only 4% renters.

Jacki Lawton asked the geographic distribution of the respondents and its representativeness of the neighborhood population distribution. Consultant answered it is a marketing survey and not a scientific survey. Some members highlight that this kind of population (older with higher income) have more time to fill out surveys.

For open-ending questions the answer were coded by themes. The theme answers provided contrasting feeling such as: Too much diversity/ too little diversity. Other 'contrasting' topics, emerged were 'safety' and 'crime'. Jon Hoffman highlighted that, regardless the contrasting feelings, certain topics get large attention.

For the questions about desired housing options respondents indicated that they wanted more single family housing first, condominium second, also housing for elderly, and affordable housing. Tom Favour commented about the senior housing questions: the survey missed to refer to the property tax burden strongly affecting the ability for elderly to be homeowner. Joe Keyes also highlight that the same tax problem affects young people or startup families.

The 'mapping words' charts were used to show the most common words emerging from the open end questions. Desired business service: 'neighborhood' grocery and coffee shops emerged as dominant. Joe Keyes asked clarification about the how 'neighborhood' was defined/identified by the respondents. Consultant replied there was a clear map at the beginning of the survey.

Park usage, frequency and type revealed most respondents used the parks. Consultant shared her surprise for the magnitude of this answer. Jacki Lawton commented that Rennebohm Park is not arranged to welcome people. Brian Ohm highlighted that the park was neglected by the city and just recently a garbage can was placed. Tom Favour also highlighted that many single family houses have large backyards so the park usage becomes secondary. The importance of Gardner Park for dogs emerging for the survey raised comments about the fact that dogs are not allowed in that park.

Open space and bike paths were the dominant responses for recreational uses, with trees, playground, tennis court and shelter, and lighting emerging in the mapping words chart. Jacki Lawton highlighted that school playground are not accessible as public open space.

Library wins as the top preferred facility; comment emerged as this response is probably not representative of the neighborhood population habits due to the skewed age of the respondents. City service that needs addition is recycling; Joe Keyes specified that it might refer to the blue-carts already under discussion, which also raised the storage space issue for those additional carts.

#### **Bus stop interviews survey results.**

Bus stop interviews occurred on Aug, 7, 2013 at two bus stop locations for a duration of 1.5 hours. Twenty-four persons were interviewed. Day and time of the interviews was highlighted with its limitation; suggestions for an additional more representative data collection at the beginning of September were given. Jon Hoffman, Jacki Lawton, and Joe Keyes would like to see more data that represents renters and culturally diverse groups, collected on different times in the day, in other areas of the neighborhood.

Joe Keyes raised the 'safety' issue one more time to update the committee about the discussion the City had with the Police department. The discussion refers to placing a police station in the neighborhood and its timeline and the implication for property values.

**Exit interview results.** 4 Interviews; very positive attitude towards the neighborhood. Some asked if the apartment complexes have any indoor space for gathering activities, in addition to the outdoor pool. Apparently nobody is aware of any indoor common space. Jon Hoffman suggested including such space in the Hilldale new development. Brian Ohm suggested the DOT new development as additional option for such space.

**Business Focus group.** An emerged topic was the suggestion to move the farmers market outside Hilldale into the park. Tom Favour anticipates opposition from the neighbors to that idea; other support it, citing conflicting activities (such as soccer practice) going on in the park. Other theme from the business focus group was bringing more families to the area, and the sharing parking between Target and Metcalfe.

Tom Favour asked whether these results will be shared with the public and presented in the

final report. Consultant confirmed data and analysis will be given to the committee, while final results in short form will be made available for the public.

3. [31231](#)

### Public Open House

Consultant describes the tentative agenda. The Open House will be start off with a Welcome by Alders/Co-Chairs. A short presentation describing survey results and the neighborhood demographic profile will follow. Participants will be invited to move to the 10 planned 'topic stations'.

- Stations #1 is designed to solicit ideas in order to create a 'vision statement' for the neighborhood.
- Station #2 Land Use. Participants will discuss and identify types of land use and design elements for the focus areas.
- Station #3 Housing. Tom Favour raised the concern about wordiness when asking feedback about housing; avoiding planning lingo and use more popular terms makes people more comfortable.
- Station #4 Economic Development. Tom Favour raised the concern of too much planning lingo.
- Station #5 Parks and Open Space.
- Other stations include Traffic, Safety, Public Infrastructure, etc.

Consultant highlighted planning staff and consultant personnel will be located at stations. However, it would be ideal to have one committee member at each station too.

Jonathan Hoffman questioned that ten stations might be too many.

Tom Favour raised concerns about having the station too 'closed topic' (silos affect); he suggested: what about a 'general concerns' station? He was also concerned about their role at the station and how to help people to provide the input we hope to have. He said the committee members were not involved during the survey designed and found themselves unable to answer neighbors' questions about it. He wants to avoid a similar situation at the stations and wants to be involved in the topic designed of the stations and what answers to provide to people. Other committee members seem supporting this request and also asked for a different and less structured format.

Consultant replied the current format is just a draft presented to them to be tailored together.

Brian Ohm suggested to better defined what "infrastructures" means either for 'storm water management and for speed-limits/traffic, is it a transit issue or a safety issues?

Joseph Keyes suggested moving 'cross-walk' in a different category.

Jonathan Hoffman suggested adding at every station 'what people liked' about that topic as emerged from the neighborhood survey. He also expressed his preference for a more 'open' structure; after the presentation let people freely moving around free to leave at any time. Jacki Lawton agreed with this format, followed by the consultant.

Tom Favour asked whether there will be any handout at every station; discussion opened up about it. The planning representative said it will be some handouts; format and number to be defined.

Joseph Keyes and Tom Favour suggested providing some food as motivation tool to attract neighbors.

Tom Favour asked the consultant *how* inputs will be collected at each station and how they will then be provided to the committee. Consultant replied there will post-it for people to write ideas on it, in addition to boards or maps.

Joseph Keyes asked if there were anything else or any other concern.

Jonathan Hoffman asked confirmation about communication rules from the committee members outside the meetings.

#### Next Agenda

The next meeting was tentatively scheduled for Thursday, Sept 26, 2013.

Joseph Keyes suggested canceling it since it is too close to the open house.

Jacki Lawton would like to have the Police representative present to the next regularly meeting scheduled for October 24.

#### ADJOURNMENT

**A motion was made by Lawton, seconded by Keyes, to Adjourn at 8:56 p.m.  
The motion passed by voice vote/other.**