

January 27, 2005

This document discusses the criteria used by the neighborhood steering representatives of the Tenney-Lapham Neighborhood Association in making development recommendations to Gorman & Company, prospective developer of the Don Miller property.

Our recommendations are based on three criteria:

- Neighborhood Feedback
- The Tenney Lapham/Old Marketplace Neighborhood Plans
- City and County Trends

Neighborhood feedback

Neighborhood feedback was solicited through three primary sources:

- Public meetings
- Neighborhood surveys
- Electronic outreach

Public meetings

A steering committee was formed in September which consisted of three representatives from each neighborhood (Tenney-Lapham and Old Marketplace) along with representatives from the East Johnson Business Organization and the Tenney-Lapham Dairy Watch Group that is coordinating Neighborhood concerns with the Madison Dairy. Eight public meetings, which were publicized through door-to-door leaflets, mail, email, and website announcements, were held during the last four months of 2004. All meetings were open to the general public for their active participation in the deliberations. In addition, feedback was solicited during Tenney-Lapham's spaghetti dinner/annual meeting in October.

Neighborhood surveys – See results at <http://www.morningwoodfarm.com/800block>

Gorman and Company distributed development surveys to residents in the immediate vicinity of the development area. In addition, surveys were made available electronically for residents who did not receive the paper copy at their home. A total of 77 surveys were completed and returned. Homeowners accounted for 72% of the returns; renters were 28%. Tenney Lapham accounted for 69% of the returns, Old Marketplace 29% and Marquette 1%.

Electronic Outreach

An email listserv (800ewash@yahoogroups.com) and a neighborhood website (<http://www.morningwoodfarm.com/800block>) were established early on to facilitate communication to residents interested in following the process. There are currently 74 email addresses on the listserv.

The Tenney Lapham/Old Marketplace Neighborhood Plan (See <http://danenet.wicip.org/tlna/web-data/steering/cover.html>)

The existing neighborhood plan has not been updated in ten years. However, we feel that most goals of the 1994 plan are still current. We feel the 800 block development directly addresses many of these goals or will indirectly contribute toward them:

1. Increase home ownership in the Lapham Elementary School area.
2. Redevelop underutilized properties.
3. Beautify East Washington Avenue.
4. Attract and retain businesses that blend with the artistic, bohemian nature of the area.

5. Facilitate cross-Isthmus transportation to shopping, schools, and social service agencies

City and County Trends

The population of Madison and Dane County is increasing rapidly. Most development to accommodate this increase has come in the form of urban sprawl. Urban sprawl affects our neighborhood in many ways, from increased traffic in both the E. Washington and Johnson/Gorham corridors to increased noise and air pollution to downtown workers using our neighborhood streets for car parking. We believe that high-density urban infill is a way to ameliorate this trend.

A denser neighborhood would improve the likelihood of better mass transit whether it be light rail, streetcars, or an improved bus system. With better mass transit we believe our neighborhood will stand a better chance of reducing drive-through commuting. We may even have the opportunity to fulfill the much desired neighborhood goal of restoring the Johnson/Gorham arterials back to residential streets.