

November 18,2004

The neighborhood representatives for the 800 block development (David Waugh, Bob Shaw, Carole Trone) along with resident Mary Ebling, met the evening of November 17 to formulate a list of plan recommendations that we wish to be approved by the Tenney Lapham Neighborhood Association board at their monthly meeting on November 18th. It is our desire to submit approved recommendations to Gorman and Company on Friday, November 19th. It is our hope that our recommendations may be incorporated into the development plan prior to the final public meeting to be held November 30th.

As background, the Gorman and Company developer hopes to submit a development plan to the city for the redevelopment of the entire north 800 block of East Washington Avenue by December 1st. In a somewhat unique approach, the developer approached the Tenney Lapham and Old Marketplace neighborhood associations to solicit feedback from these organizations prior to submitting their application. The idea was to plan the development around the needs and desires of the neighborhoods in which this development is situated. We strongly commend the developer for this approach.

Neighborhood feedback was solicited through three primary sources:

1. public meetings
2. neighborhood surveys
3. web site and email outreach

#### Public meetings

Our first public meeting for this development was September 22nd at the EVP coffee house. Both neighborhood organizations selected three representatives whom committed themselves to attend all or as many public meetings as possible and to represent the boards of their respective organizations. All meetings were open to the general public to attend and participate. Resident feedback was gathered through a total of five public meetings plus the annual Tenney Lapham spaghetti dinner held the evening of October 14th. Meetings were advertised through door to door leaflets, email and website announcements.

#### Neighborhood surveys

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. Residents who owned their residence accounted for 72% of the return. Renters accounted for 28% of the returns. Tenney Lapham accounted for 69% of the returns, Old Market 29% and Marquette 1%.

#### Electronic Outreach

An email listserver (800ewash@yahoogroups.com) and a neighborhood website (<http://www.morningwoodfarm.com/800block>) were established early on in the process to facilitate communication to residents interested in following the process. There are currently 55 email addresses on the listserver.

Our recommendations to the board were formulated by evaluating the following criteria:

1. The goals and recommendations of the 1994 Tenney Lapham Neighborhood plan.
2. Recent neighborhood feedback specific to this development.
3. Forces outside are neighborhood that affect this development.

#### The 1994 Neighborhood Plan

It is understood by all that the existing neighborhood plan is in need of updating to reflect that 10 years has gone by without updates. The 1994 plan introduction states:

*"The TLOMP Steering Committee firmly believes that this plan should not become a plan that sits on a shelf, gathering dust, relying on the collective wisdom of a group of residents in 1994 to guide neighborhood decisions in the year 2004. We live in an ever-changing world and our crystal ball is cloudy at best. The Steering Committee strongly recommends that this plan be viewed as a dynamic document, annually revisited by neighborhood residents, whose progress at meeting goals and objectives is annually reviewed, and whose goals and objectives are modified and/or added to, so as to better reflect the changing needs and desires of the neighborhood."*

Most goals of the 1994 plan are still current today. 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

Current Neighborhood Feedback.

There has been good neighborhood discussion about this development during each of the 5 public meetings as well as through the neighborhood survey and the email discussion list.

Perhaps the highest desire was for affordable, single family residences. Following this there were desires for localized retail, quality architecture and design, green technologies adapted to reduce rainwater runoff and light pollution, minimal traffic impact, lower building heights and adequate parking.

Outside forces

We recognize that Madison and Dane County are growing. In fact, since 1990, Dane County has grown by 83,000 residents. This is a staggering figure to comprehend. Most development to accommodate this increase has come in the form of urban sprawl. The ever increasing high volumes of commuter traffic in our neighborhood and all the dangers and pollution associated with it, will continue to increase as long as development continues to occur outside the central city. Furthermore, mass transit is in decline due to a lack of resident densities to support it and the lack of incentive to use it. For these reasons, it is no wonder that city and county planners are turning their attention toward downtown development. The East Washington Avenue corridor from First street to Blair is targeted for major development studies that might facilitate extensive redevelopment in this area over the next decade. Most would admit that the corridor is unattractive and underutilized. It is hoped that with increased density along this corridor, a more robust mass transit system will be developed to service this area. With better mass transit, we believe our neighborhood will stand a better chance at reducing drive through commuting. We may even have the opportunity to fulfill the much desired neighborhood goal of reverting the Johnson/Gorman arterials back to residential streets.