

SASYNA Committee Report – June 2013

Winnebago-Atwood Corridor Planning

Date of meeting: Thursday, June 6, 2013

Name of Committee: Winnebago-Atwood Corridor Planning Committee

Co-chairs : Bill White, Anne Walker, Brad Hinkfuss

Present: Bill White, Anne Walker, Brad Hinkfuss, Christie Bachmann, Rebecca Cnare, Marsha Rummel, Peggy Yessa

Committee Charge: The Winnebago-Atwood Corridor Planning Committee (Winn-At Corridor Committee) will actively engage the City of Madison staff, planning professionals and SASY residents to create a planning process that will help guide the street reconstruction projects scheduled to occur on Winnebago St, Atwood Ave and the adjacent streets from 2015-18.

Specific issue(s) to report to council:

Note that the June 6th meeting was construed as a pre-planning meeting in which the committee co-chairs met with the City staff assigned to this initiative to discuss how to proceed; that is, what the scope and meeting structure of this initiative will look like moving forward.

Rebecca commented at the outside that her charge was to assist the committee in an effort of place-making. While that is not specifically defined it should be clear that the effort should not get bogged down in the particulars of the historical planning bugaboos like traffic flow in a specific intersection or the storm water runoff performance of a particular area. These issues are relevant to the finished product but they can also consume lots of time and not contribute much to place making discussions. There was general agreement with this premise, and some self-discipline of those present in not talking too much about electrical undergrounding, storm water runoff, and Eastwood Drive.

Consensus built around an approach that would identify a discrete number of nodes (physical spaces) in the transportation corridor that suggest a need for focused place making effort. Place making efforts could enhance and build upon what is already apparent in these nodes. Furthermore, each meeting would focus on only one area. Each meeting should be held in a place close to that respective node; the assumption is that stronger interest groups emerge among the more immediate neighbors of a given site. This approach would also create a sense of buy-in for the host organization/property owner. City staff feels that they can and will attend these meetings but that they should be primarily SASY-driven.

The timeline and subject nodes that emerged were as follows:

Five Public Placemaking meetings

#1: July 10: Yahara River, and Kennedy Point Triangle/ Eastwood open space

#2: Aug 14: Schenk's Corners/Alchemy/Green owl triangle

#3: Sept 11: Monty's triangle, Dunning/Division/Ohio

#4: Oct 9: Fair Oaks/Olbrich

#5: Nov 13: Street Reconstruction and pedestrian/transportation/site amenities, a general tying it all together meeting

On Dec 11, the small group could meet again to try and package up the results.

This list is not intended to be exhaustive or exclusive. There are various smaller points that may be worthy of attention. This process is, “lighter, quicker and cheaper” in the hopes of achieving some real results in an efficient timeline. The results of this process will be given to City Engineering and Traffic Engineering (which will also be part of the process) so that the reconstruction work can accommodate and enhance these ideas.

Bill White offered to contact Trinity Lutheran Church to ask about their willingness to host the first meeting.

Rebecca suggested that she give her 10-15 minute place making Powerpoint presentation at the first meeting or some other early stage to get people in the right frame of mind. This would probably not be duplicated at each meeting.

Consensus is that there should be some additional committee meetings outside of the public meetings on the proposed schedule, above. These meetings would be of the full Corridor Planning Committee in an effort to synthesize information to date and plan for upcoming meetings.

In the more immediate future, there will also be a follow-up meeting of the group that met 6/6/2013. This will occur in late June (25, 26 or 27 TBD) at the Municipal Bldg. There are additional details to be hashed out regarding process, frequency, etc.

Respectfully submitted,

Brad Hinkfuss