



ENGAGEWINONA

OVERVIEW/INTENT

- ▶ Contracted with city for engagement piece of reuse study
- ▶ Gather input and ideas from Madison neighbors, community
 - ▶ Two strategies: Public gathering, online survey
- ▶ Collect input into report
- ▶ Report influences future planning and redevelopment



50+

PARTICIPANTS AT
PUBLIC GATHERING









WHAT ONE THING
What's the most important thing you came here today to say about Madison's future?

The need for a plan for the future

Reduction in emissions

No more apartments

More green space

More green space

Neighborhood school

More green space

More green space

More green space

More green space

More green space

More green space

More green space

More green space

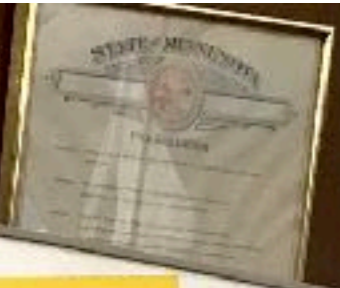
More green space

More green space

More green space







WHAT ONE THING
What's the most important thing you came here today to say about Madison's future use?

Neighborhood School!

A Public choice

Play School
Play School
Play school
Play school
Play school

Developer should work with the neighborhood.

The need for a play area/green space is of great importance.

To be able to go to school

Keep the play space!



NEIGHBORHOOD ELEMENTARY SCHOOLS ARE THE BEST UNDER THE BOARD OF ED - GET RID OF THEM AND START AGAIN

Candy Store

Children's choice

have developer a Neighborhood work together to support a common goal - school is closed let's look forward to next of wonderful use of this space.

- NEIGHBORHOOD IS IMPERATIVE

Consider Day care Library branch Park like playground in summer Coffee shop Basement brewery ~~MINI-AT-MUSEUM school~~

Big fun charged station for adults

Public Space

School

We need elementary schools great location including Pre-K-2nd play space

Neighborhood Schools
Why can't we just - so sad - it closed
But at the time - keep a place Playground for neighborhood kids

Neighborhood Small School

Affordable, curvier occupied condos based on a cheap housing model. Keep the play area. Tear up some of the parking & plant rain gardens.

not a apartment

elementary school? it could be

School

Neighborhood Elementary Schools are the best!

Playground

not a apartment

Neighborhood School

School

School

Keep both play areas - Small area - the age

No more apartments

I want more parks

I want more twice opening Mast in of kids

I want to build more playgrounds

2017
LIT

74

COMPLETED SURVEYS

AUDIENCE

- ▶ Connected with ~125 participants
 - ▶ Gathering, meeting, feedback via email, phone
- ▶ Ages ranged from children to retirees
- ▶ Vast majority self-reported living near Madison
- ▶ Little overlap between gathering, survey participants



TOP TAKEAWAYS - 1/2

- ▶ **Retain or create a play area** — it's critical to the neighborhood
- ▶ **Retain or create green space** — it's also critical to the neighborhood
- ▶ **Have some portion open to public use**, including the potential for an indoor community gathering space
- ▶ **Reuse as a childcare or pre-K facility would be highly preferable** and much-needed, as a whole or partial redevelopment
- ▶ **Consider reuse as a school**



TOP TAKEAWAYS - 2/2

- ▶ When it comes to housing, **owner-occupied is most preferred**
- ▶ **Rentals would be acceptable to many**, but there's a lot of concern and disagreement over the type and density
- ▶ A **housing redevelopment should have flexible designs** to meet neighborhood needs
- ▶ **Neighbors are ambivalent but open to mixed-use development** that would include commercial spaces like restaurants or retail
- ▶ **Neighbors are highly anxious about the development**, and would appreciate active communication and engagement from the developer and city



KEY USES

- ▶ Play area
- ▶ Community or public space
- ▶ Housing, density, rentals
- ▶ Pre-kindergarten, childcare
- ▶ School
- ▶ Green space
- ▶ Mixed-use (commercial and residential, live-work setup, etc.)
- ▶ Other institutional (religious space, etc.)
- ▶ Other



OTHER THEMES

- ▶ Play area amenities
- ▶ Overall concerns for reuse
- ▶ Concern about property left undeveloped
- ▶ Sustainable features
- ▶ Traffic
- ▶ Maintaining historic building



NEXT STEPS

- ▶ **November 30:** Finish taking comments
- ▶ **Early December:** Create, release final report
- ▶ **Early/mid December:** Release raw data
- ▶ **December:** Create project communication list



COMMENTS AND QUESTIONS

- ▶ Is there anything missing?
- ▶ Are there themes you believe should be more or less prominent?
- ▶ What worked with the process? What could have been better?
- ▶ Anything else you need to say?



STAY IN TOUCH

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