

MADISON PUBLIC INPUT

Senior Center & Prime-timers February 25, 2016

Responses came from the following questions:

What are Madison's "Keepers"?

What is working well and should be maintained or kept?

What does Madison need to bring in?

What are Madison's "Fixers"?

What's not so great? What's missing?

What are Madison's "Keepers" / what is

working well: While most of the Senior Center visitors live in the County, they offered great insight into what they believe makes Madison a great city. Topping their list of "Keepers" are the Senior Center, the schools, historic homes (i.e. the historic district), and the churches. Other "Keepers" included:

- Small-town feel
- Parks, greenspace
- Stores
- Transit
- Aquatic Center
- Library
- Hospital

Thoughts about what should be brought to Madison and how some of the "Keepers" could be improved also were discussed. At the top of the "Bring to Madison" discussion was low income housing, particularly for older residents on fixed incomes. It also was mentioned that more independent living within complexes that have assistance if needed, perhaps a development that combines independent and assisted living units so that residents can age in place as their needs change. Other thoughts about what Madison

needs to bring in are more jobs, grocery store options, more activities for all age groups, and stores – especially those which offer plus size clothing and home goods. With regard to improving some "Keepers," several Senior Center participants expressed interest in seeing the transit expanded and having continued improvements to the hospital.

Prime-timers shared similar thoughts about what are "Keepers" for Madison. Like the Senior Center participants, Prime-timers agree that the schools and churches in Madison are good and should be maintained. Also, Prime-timers enjoy the trees, parks/greenspace, and aquatic center; and believe they along with the public services (library, parks, police, fire, etc.) are "Keepers" which should continue to be strengthened and enhanced when/where possible. And like the Senior Center visitors, the Prime-timers agree that the hospital and medical choices are "Keepers" but should be expanded and updated when possible.

Unlike the Senior Center focus group, most of the Prime-timers live in the City of Madison which perhaps explains why their top "Keepers" differed. Topping the Prime-timers' list of "Keepers" are the people and small-town feel, the cleanliness of the city and its maintenance staff, and the Boys & Girls Club. Other "Keepers" included:

- Cultural Center
- Shopping
- Emergency services & Fire Department
- Garbage and yard trash pick-up
- Local activities/events
- Town Park/Downtown events
- Safety
- Icehouse & other Downtown developments
- Courthouse & Jail/Justice Center
- Museums
- Strong sense of community
- Heritage House
- Therapy place
- Ice art
- Emergency notification
- Adequate real estate

What are Madison’s “Fixers” / what is not great or is missing: These two focus groups were more like-minded on the “Fixers” of Madison. The “Fixers” topping the lists can be grouped into broad categories: housing, shopping and entertainment, road network, and pedestrian safety. More specifically, the “Fixers” receiving the most discussion are:

1. Housing: need more diverse housing options, specifically senior apartments and assisted-living facility
2. Shopping and Entertainment:
 - a. Movie theater
 - b. More grocery stores
 - c. More retail shopping and restaurants (non-fast food chains, like Chili’s and Longhorn’s)
 - d. More activities at the Cultural Center for all ages
 - e. Recreational activities for all ages
3. Road Network:
 - a. Road maintenance (pot holes)
 - b. Complete the Bypass
 - c. Re-do striping and/or add to clearly delineate parking vs. roadway turn lane parking areas being used as turn lanes)
 - d. Install additional traffic lights like at Bethany Road, at the Walmart and Captain D’s and KFC
 - e. Add turn signals
 - f. Controlled access at “Triangle” to help with traffic congestion
 - g. Pave Crawford Street
 - h. Micah Way access to Hwy 441
 - i. Install speed bumps (Cornwall Street/Main Street)
4. Pedestrian Safety:
 - a. Expand sidewalk network by installing new sidewalks and connecting existing ones;
 - b. Add crosswalks particularly along roadway between Senior Center split and Downtown;
 - c. Improve accessibility of sidewalks (uneven, tree roots)
 - d. Pedestrian access at the schools

Other ideas shared on “fixers” and what Madison needs to improve or to add included:

- Stormwater runoff control
- Access road to Laurel Cemetery/ railroad crossing is bad
- Weaker historic district/less emphasis on historical society
- Senior check-in service for those who live alone
- More police on patrol
- Clean up – area behind Icehouse and near railroad tracks
- More airport to west
- Decrease school taxes/property taxes; school-tax exemption
- New jobs; better paying jobs
- Trees obstructing views – Main Street
- Expand/improve public transit
- Pick up recyclables
- Bakery
- Physical therapists & medical para-professionals
- Carwash opportunities
- Animal control – coyotes, deer and loose dogs

In conclusion, fewer people participated in the Senior Center focus group than the Prime-timers session. Most of those who did attend the Senior Center focus group do not live inside the City of Madison, while all but a small handful of the Prime-timers live in the city. Both groups offered great insight into what makes Madison a great place to live and what it can do to make it even better.

Topping the list of “Keepers” are the Senior Center, schools, historic character, churches, small-town feel, cleanliness of the city, and the Boys & Girls Club. On the other hand, the top “Fixers” fall into four broad categories – housing, shopping and entertainment, road network, and pedestrian safety – with additional outliers named above. Of upmost importance to these two groups, though, is senior housing choices including apartments, independent units and assisted-living facility.