

Spring Harbor Neighborhood Association Policies

SHNA General Meeting Speaking Guidelines

(To be printed on each general meeting agenda; the president should remind the audience of the guidelines during the opening remarks)

In order to give everyone who wishes to do so an opportunity to speak, please follow the guidelines below:

1. Before speaking, please state your name and the name of the street where you live.
2. Please limit your comments to no more than 2 minutes per topic.
3. You can speak to each topic only once until everyone who wishes to speak has had an opportunity to speak.
4. Questions will be entertained only after a presentation unless the presenter invites questions during his/her talk.

Spring Harbor Neighborhood Association Plan for University Avenue

University Avenue is a major artery leading into Madison. The cluster of commercial development along University Avenue, starting at Capital Avenue, constitutes a gateway into the city, and as such, should provide a positive invitation to enjoy the overall beauty of the City of Madison.

In an effort to improve this gateway and enhance the neighborhood, and in accord with the expectations of an urban design district, the Spring Harbor Neighborhood Association has developed principles for judging proposals for new commercial land use or redevelopment along University Avenue from Thorstrand Road to Whitney Way. The neighborhood association will review development proposals, judging them on their merits, using these principles.

The neighborhood association was moved to articulate objectives for commercial use along University Avenue as a result of several ill-fitting, strip-type development proposals in our neighborhood. The designation of the University Avenue corridor as an urban design district has encouraged us to make our concerns explicit. The association wishes to promote more neighborhood-friendly businesses such as Brennan's, Spring Harbor Auto Clinic, the Shish Cafe and Klinke Cleaners.

Ever increasing traffic splits our neighborhood and begins to create a no-man's land along University Avenue that is the exclusive domain of automobiles on the move. Our expectation and hope is that any redevelopment that takes place will enhance and protect the neighborhood character rather than cater principally to transient customers on their way to and from elsewhere. This is particularly

important for people living near University Avenue. We recognize that the physical condition of University Avenue is in a state of flux and will likely remain so until plans are completed for its reconstruction.

The neighborhood association's objectives are:

1. encourage neighborhood-oriented businesses
2. encourage development that provides a sense of neighborhood
3. protect use, value and enjoyment of property particularly when there is:
 - a. proximity of housing to a major thoroughfare
 - b. housing immediately adjacent to a commercial building
4. discourage ill-fitting businesses such as commuter-oriented businesses or out-of-character strip developments
5. improve overall appearance of commercial buildings and streetscape using:
 - a. natural and traditional materials such as wood, stone, and brick for buildings, signage, and inanimate landscape elements
 - b. landscape plantings
6. promote pedestrian and bicycle safety:
 - a. safe and convenient pedestrian and bicycle passage along University Avenue
 - b. safe access between University Avenue and each adjacent residential area
 - c. bus shelters at reasonable intervals for customers of Madison Metro
7. address environmental and aesthetic concerns:
 - a. appropriate scale of buildings and building elements
 - b. design
 - c. traffic
 - d. light spillage
 - e. hours of operation
 - f. noise
 - g. smells
 - h. litter/vermin

In addition to proposing these objectives for commercial development, the Spring Harbor Neighborhood Association will take a strong interest in any rebuilding or reconfiguration of our streets themselves. Our goals for streets and streetscape improvements are:

- A. existing intra-neighborhood traffic routes should be maintained
- B. development of a traffic plan that is compatible with the neighborhood
- C. active participation by the neighborhood association, frontage businesses and property owners in planning for University Avenue improvements

- D. reduced traffic noise spillage into the neighborhood
- E. burial of overhead utility lines on University Avenue
- F. out-of-area commuters encouraged to use alternate routes and forms of transportation
- G. safe vehicle access between University Avenue and each adjacent residential area

April 27, 1999

Membership List Policy

It is SHNA policy not to release any personal information about its paid members. SHNA members engaging in not-for-profit activities may access city-generated lists the association has purchased.

Adopted by the Board 11/10/04

Facilitating Public Discussions

The association has traditionally avoided confrontations and divisiveness. Issues which are likely to pit neighbor against neighbor might better be addressed through the political process. The association is willing to facilitate public discussions of proposed sidewalk and street improvements and any other issues affecting residents within the association's area.

Adopted by the Board 11/10/04

SHNA Special Meeting Notification

The treasurer will send the webmaster the current list of paid members. The webmaster will use the list for email notification of a special meeting called by the SHNA board. For those association members who do not have an email address, the board will contact those individuals by phone, US mail or other appropriate measures. A notice will be placed on the website that refers the reader to the SHNA bylaws for calling a member meeting, also noting that a member must have paid dues to the association in order to be considered a member.

Adopted by the SHNA Board 1/6/05

Spring Harbor Neighborhood Association Guidelines for Bringing Issues to the Association for Consideration

Background

People sometimes ask officers and board members of the Spring Harbor Neighborhood Association "What is your opinion about (your issue here)? While board members as individuals are free to respond with their personal opinions, as representatives of the association, they can only give opinions that are consistent with stands taken by the association. The board of directors can

discuss and offer viewpoints on specific issues, but in the absence of prior direction, final determination can only be made at a membership meeting.

Process

1. A petitioner formulates a question or proposal for consideration.
2. The petitioner contacts the president of the association, who acts as the spokesperson for the association and sets agendas for board meetings. If the president is out of town, the vice president acts as president.
3. The board of directors will discuss the question at a meeting and decide whether it feels authorized to express an opinion, based on previous membership resolutions. If the board feels that the question or proposal is important, and that it is beyond the scope of previous membership resolutions, then the board will decide how and when to place the issue before the membership for consideration.
4. Membership meetings are customarily held in April and either September or October. Notice of issues to be discussed at regularly scheduled membership meetings is included in the association newsletter and on the SHNA website. A petitioner should submit his or her question or proposal to the president in time for consideration at the board meeting, which customarily takes place about a month prior to each membership meeting.
5. In the event that a question arises that seems to the board to be sufficiently important and urgent, the board may call a special membership meeting. Notice of such a meeting will be given to members by hand, U.S. mail, email or telephone.

Final Note:

The association has traditionally avoided confrontations and divisiveness. Issues which are likely to pit neighbor against neighbor might better be addressed through the political process.

Updated 1/6/05

SHNA Newsletter Advertising Policies

Acceptance Guidelines

The SHNA will accept advertising in its newsletter from businesses and residents within the general area of Lake Mendota to Old Middleton Road and Allen Boulevard to Whitney Way. Not more than six (6) ads comprising no more than 2 full pages will be included in any given newsletter and advertisements will be accepted on an annual basis on a first come, first served manner. No ads will be placed on the front or back cover of the newsletter.

The SHNA Board and newsletter editor retain discretion to edit and reject ads which they believe are offensive, or inappropriate for the intended audience of Spring Harbor residents.

Advertising Contract Duration & Cost

An advertiser contracting for an annual commitment will be able to place a half or quarter page black & white ad in the three issues of the SHNA newsletters. Newsletters are typically issued in Spring, Summer and Fall. Costs and dimensions are outlined below:

<u>Ad</u>	<u>Dimensions</u>	<u>Annual Cost</u>	<u>Oct. 06 Only Cost</u>
Half Page Black & White	4.75 inches high by 7.25 inches wide	\$200.00	\$100.00
Quarter Page Black & White	4.75 inches high by 3.5 inches wide	\$125.00	\$65.00

Advertising Materials

Hard Copy - Advertisers may submit a printout of their ad in black & white form, with at least 300 dpi (dots per inch) output or greater. Please keep in mind that extra fine detail might blur or fade during the printing process.

Digital Ads – Files may be emailed to freitick@sbcglobal.net They must be in pdf, jpeg or gif format. If submitting a pdf, all fonts must be embedded into the file.

Deadlines

All advertisers must reserve space, provide payment and artwork on the following deadlines:

<u>Issue</u>	<u>Typical Publishing Month</u>	<u>Space Reservation Due</u>	<u>Artwork and Payment Due</u>
Spring	April	Feb 1	March 1
Summer	June	May 1	June 1
Fall	September	Aug 1	September 1

If the date listed above is a weekend or holiday, the previous business day becomes the deadline.

If an advertiser has reserved space, failure to provide an advertisement by the deadline will not relieve them from financial responsibility.

The SHNA Board has the authority to publish more or fewer newsletters than listed above. In the event that fewer than three newsletters are published in a given year, one third of the annual advertising cost will be refunded to the advertiser for each newsletter that is missed. If more than three newsletters are published, advertisers will be contacted and given the opportunity to pay for additional advertisements.

9/7/06

Spring Harbor Neighborhood Association Plans for University Avenue Reconstruction

Process: These recommendations were approved, with suggested changes and additions, by neighborhood residents present at the Spring Harbor Neighborhood Association (SHNA) fall meeting on October 27, 2009. The SHNA Transportation Committee made the recommended changes to the draft at a follow up meeting on October 29, 2009. The SHNA board and members of the SHNA Transportation Committee made additional recommendations, which the SHNA board approved. The SHNA board, on behalf of the members of the association, hereby provides the association's recommendations on the proposed 2011 University Avenue reconstruction project to Ald. Mark Clear and County Supervisor Brett Hulseby with the understanding that Ald. Clear will transmit these recommendations to city staff, consultants and adjoining neighborhoods.

The process the Spring Harbor Neighborhood Association has undertaken does not in any way preclude any individual from advocating for his/her own proposals or recommendations to city council members, county board supervisors, city staff and consultants.

Introduction: University Avenue is a major transportation corridor and gateway leading into Madison. It cuts through an area of unique natural and lakeshore resources and established residential and commercial developments and bisects our neighborhood.

Many of the recommendations presented here are drawn from previously adopted plans and recommendations, including the 2006 Spring Harbor Neighborhood Plan, the water quality and stormwater control documents in connection with Spring Harbor and Merrill Spring improvements, the 2008 University of Wisconsin Urban and Regional Planning class-authored Corridor Plan and Design Guidelines, and neighborhood input from the association's member meetings, its elected board sessions, and the work of its transportation committee.

These goals and recommendations are presented for the purpose of facilitating communication with our alderman, county supervisor, city staff and consultants to assure that neighborhood concerns are addressed. Safety, environmental quality, and maintaining our neighborhood character are our paramount concerns.

Our recommendations aim to remedy and improve the safety features and our neighborhood's environmental quality. It is vital that stormwater runoff be kept out of Spring Harbor and Lake Mendota. We believe the reconstruction of University Avenue provides the opportunity for the city to help meet the 2013 mandated clean water standards in a cost-efficient manner. Other important

recommendations address roadside vegetation and landscaping, lighting, and buffer treatments between roadway and residential properties.

The recommendations are grouped into the following categories but are not prioritized.

Land Owners

Consult with individual homeowners, businesses, and landowners whose property abuts University Avenue to minimize the impact of the widened corridor on their properties.

Safety

1. Reconstruct the pedestrian tunnel crossing underneath University Avenue at the intersection with Spring Harbor Drive to provide safe passage under University Avenue, especially for school children attending Spring Harbor Middle School.
2. Address pedestrian, vehicle, and intersection safety at the following intersections (topics include new crosswalks, new turn lanes, traffic calming, inappropriate commuter short-cuts, and potential street closures):
 - Whitney Way
 - Flambeau Road
 - Craig Avenue/Spring Harbor Drive
 - Norman Way
 - Capital Avenue
 - Baker Avenue
 - Across from the Hickory Hollow condominiums
 - Heim Avenue
 - Allen Boulevard
3. Enhance the visibility of all crosswalks by using different material and color to contrast with the pavement.
4. Erect pedestrian awareness signs that will be visible to vehicles near all crosswalks. For crosswalks without signals, we recommend using LED flashing lights that can be activated by pedestrians and bikers.
5. Crossing distances also affect pedestrian safety; the shorter, the better. Thus, all crosswalks should provide highly visible pedestrian islands to break up the crossing distance.
6. Install count-down timed walk light signals to provide ample time to cross for users of all abilities. Buttons to trigger walk lights must also be accessible to users of all abilities.
7. Reconfigure the Norman Way and Flambeau Road intersections at University Avenue to make them safer for pedestrians, bicyclists, and vehicles.
8. Construct a continuous sidewalk on the south side of University Avenue and establish a continuous, seamless, multi-use trail on the north side for the entire length of the corridor from Whitney Way to Allen Boulevard.
9. Address the steep incline on both Baker Avenue and Norman Way leading up to University Avenue.

Road and Intersection Design

1. Include left and right turn lanes at all intersections and right turns into business parking lots.
2. Add left turn arrows at the Capital Avenue and Spring Harbor Drive intersections.
3. Recommend that commercial parking lots share University Avenue access to limit driveways.
4. Design University Avenue to encourage vehicles to obey the posted speed limit of 35 mph.
5. Consult with the City of Middleton to designate two lanes for turning right at Allen Blvd to alleviate traffic backup during rush hour.
6. Extend the guardrail over the Baker drainage way to protect pedestrians and property.

Madison Metro

1. Provide shelters at all the Madison Metro stops. Shelters should include benches, concrete aprons connected to the bus turn-outs, and trash receptacles.
2. Provide turn-outs for Madison Metro bus stops, preferably after intersections, to encourage traffic flow and assist bus and vehicle re-entry onto University Avenue.

Stormwater/Runoff Management

The Spring Harbor Neighborhood Association fully supports the stormwater and runoff management goals and objectives promulgated by the State of Wisconsin, Dane County and the City of Madison in their respective controlling documents. SHNA believes the following recommendations are consistent with those goals and objectives and that the reconstruction of University Avenue is an opportunity for making significant strides in achieving those shared goals.

1. As currently presented, the reconstruction plan for University Ave between Segoe Rd and Allen Blvd calls for curbs and gutters throughout. Conveying street drainage to storm drains means additional attention must be given to runoff control and treatment. At present, approximately two-thirds of the Segoe Road / Allen Blvd segment drains unrestricted onto roadsides and grass terraces.
2. As part of the University Avenue reconstruction, the neighborhood would like to see innovative multi-dimensional and multi-phased runoff management methods used that take advantage of the varied topography and public spaces along University Ave. Long term goals include reducing runoff volume and pollution loads at Spring Harbor and Spring Harbor Beach in keeping with the city's attainment mandate to meet Clean Water Act standards requiring 40 percent reduction in total suspended solids by 2013.

3. Improved runoff control structures should be designed to maximize infiltration of low-sediment runoff from unpaved areas, and filter first flush stormwater containing high concentrations of sediments, nutrients, salt, de-icers, hydrocarbons, and heavy metals. Techniques considered should include:
 - infiltration buffers
 - bio-retention filters
 - rock retention cells
 - regenerative stormwater conveyances
 - subsurface catch basins
 - other runoff control devices

Existing stormwater drains between Whitney Way and Capital Avenue should be utilized wherever possible and supplemented as needed with curb cuts, terrace drainage, vegetative swales, and engineered bio-retention devices. Provision should be made for overflow during large rainfall events.

4. Protecting water quality at High Capacity Well #14 is required. This involves buffering Spring Harbor Park areas that are hydrologically connected to springs and recharge zones. Measures taken should pay special attention to stormwater runoff from paved surfaces.
5. Collaborate with commercial property owners who maintain parking lots and driveways adjacent to University Avenue by encouraging them to use porous pavers and pervious pavement when constructing or resurfacing parking areas and driveways.
6. Cooperate with city, county and the Spring Harbor Neighborhood Association and business owners in identifying potential park and public spaces for siting additional retention and infiltration structures.
7. Adopt a basin-wide approach to stormwater management beyond the University Ave corridor. Encourage green corridor and green neighborhood concepts. Work with Ald. Mark Clear, County Supervisor Brett Hulseby, City of Madison Engineering and Parks, Madison Water Utility, and adjoining upstream neighborhoods in expanding stormwater retention and infiltration practices and coverage.
8. Work with Dane County and Lakes and Watershed Commission in seeking ways to integrate stormwater management designs and improvements with county-wide Clean Beach Initiatives giving special attention to addressing the Norman Way storm drain currently emptying into Spring Harbor Beach. Seek supplemental funding to improve stormwater infiltration and retention along Norman Way, Capital Avenue, and Baker Avenue.

9. Redesign the intersections at Norman Way, Capital Avenue, Baker Avenue, and Hickory Hollow Drive to prevent stormwater runoff from flowing directly onto side streets, thus flooding adjoining properties. Clean and improve side street gutters to prevent flooding of residential properties especially along Baker Avenue and Blanchard Street.
10. Utilize city-owned green space at Spring Harbor Park and Baker Avenue drainage way to construct vegetative retention areas, greenway rain gardens and rock retention cells while also maintaining or adding to plants that provide screening for the neighborhood. Expand the use of bottom lands along Baker Avenue greenway for slowing storm drain discharge, to the extent that this can be done without a negative impact on abutting homes. Construct vegetative and rock retention cells wherever space and slope allow in order to increase infiltration and sediment capture. Clear brush and debris from storm drain outfall pipes and maintain clean outfall swales and channels to prevent floodwater backup. Address the issue of runoff from University Avenue flowing down Baker Avenue and pooling at the bottom of Blanchard Street by providing stormwater culverts as needed under the bike path and along Baker Avenue.

Landscape and Lighting

1. Install lighting along the entire corridor to provide ample illumination without creating light pollution, especially into neighboring residences in accordance with the City of Madison's lighting ordinance. Use decorative lighting where possible.
2. Plant medians, sidewalk terraces, commercial and parking lot frontage with size-appropriate street-hardy trees and shrubs using native plants wherever possible.
3. Protect mature trees along the right of way and the Baker Avenue embankment.
4. Preserve the Spring Harbor Park tree-line buffer which serves as a needed noise and visual barrier to University Avenue. Remove the buckthorn trees and plant mature evergreens in their place.

February 12, 2010