

Introduction

The Hiestand Neighborhood, a far east-side area developed in the 1970s, began a neighborhood planning process in 2004. The result of this process is this document, the Hiestand Neighborhood Plan, a 5-10 year plan for the area. This plan would not have been undertaken without the strong support of the Hiestand Neighborhood Association. It was this newly formed organization that recognized the benefit in developing a plan document that would help them advocate for improvements for this older, built-up neighborhood.

The Hiestand Neighborhood Plan will serve as the comprehensive framework for future improvements for this area. Neighborhood residents have identified the major issues facing the neighborhood, formulated strategies to achieve desired outcomes, and set the foundation for collaborative efforts between the public and private sectors to help implement the plan recommendations. The implementation of plan recommendations will vary based upon existing resources, community support, and priority of need relative to other community planning initiatives.

Planning Process and Public Involvement

A neighborhood plan is an advisory document for initiating, directing and managing change. It demonstrates thoughtful work between the neighborhood and City in terms of recognizing the strengths and weaknesses of a neighborhood, the goals of the neighborhood, and the strategies to address them. The neighborhood plan is a tool for neighborhood

residents to identify important issues, to debate the priority of the issues in relation to the neighborhood on the whole, and to inform policymakers of their priorities on what is important for this area of the community. This plan is the result of collaboration between residents, stakeholders, and the City. The plan provides action strategies directed at Hiestand Neighborhood Association, the City of Madison, and Town of Blooming Grove.

The Madison Community Development Block Grant (CDBG) Commission designated the Hiestand Neighborhood (all of Census Tract 30.02) to receive one year of planning services and two subsequent years of CDBG funding. The criteria used to select this neighborhood was based on the percentage of low-to-moderate income population living in the area as well as willingness on the part of residents to develop a neighborhood plan. Map 1 depicts the planning study area.

In June '05, the Madison Common Council confirmed the appointment of a neighborhood-based steering committee to guide the planning process. Hiestand Neighborhood Steering Committee's (HNSC) major responsibility was to guide the preparation of the neighborhood plan. Besides identifying the major issues facing the neighborhood over the next 5-10 years, the neighborhood-based steering committee also identified the assets of the neighborhood, communicated with major stakeholders, and conducted community-wide meetings to solicit input on their preliminary and final recommendations.

Milestones in the Hiestand Neighborhood Planning Process

March '05: Hiestand Neighborhood (census tract 30.02) was approved to receive planning services by the Mayor and confirmed by the Madison Common Council.

___ '05: Hiestand Neighborhood Association conducted neighborhood survey to determine important issues for residents.

June '05: Hiestand Neighborhood Steering was appointed by the Mayor and confirmed by the Madison Common Council.

July '05: Hiestand Neighborhood Association General Meeting was used to solicit input on important issues for the area.

Summer - Fall '05: Conducted interviews with major stakeholders in the neighborhood.

Nov. 05': Notified Milwaukee Street residents, Heritage Heights and Rolling Meadows Neighborhoods of traffic issue forum.

Dec '05: Public Forum to solicit input on strategies and final plan recommendations.

_____ '06: Adoption of Hiestand Neighborhood Plan by the Madison Common Council.

_____ '06: Identification of potential CDBG projects for funding.