

# University Hill Farms Neighborhood Plan



**STEERING COMMITTEE MEETING**

**COVENANT PRESBYTERIAN CHURCH**

**NOVEMBER 21<sup>ST</sup>, 2013**



# **DRAFT VISION, GOALS, AND OBJECTIVES**

# Background – Demographics



## Neighborhood

- 44% older than 45 years of age
- Neighborhood percentage of seniors is twice that of the City
- 46% singles versus 41% families
- 66% renters versus 34% owners. Two-thirds of the UHF population are renters, compared to one half of the City of Madison
- Asian population is 70% greater than that of the City of Madison

# Background – Demographics



## Trends

- Over next 20 years, 10,000 Baby Boomers will reach age 65 per day
- Increasing need for a variety housing types and increase in services for seniors
- Generation Y (ages 18 to 34) prefer rental apartments, walkable mixed- use neighborhoods, access to transportation
- Planning for multi-generational communities – AARP, World Health Organization, UNICEF

# Background – Survey



## Top Five Reasons for Living in the Neighborhood

1. Proximity to shopping, services, schools, UW, Downtown
2. Quality of schools
3. Location within Madison – within Beltline, near Downtown and far west side
4. High quality, affordable housing
5. Lots of amenities – stores parks, services

# Background – Survey



## Top Five Concerns/Issues

1. Volume and speed of traffic
2. Housing values, stock, affordability, and neighbors' maintenance
3. Overdevelopment (rental housing/condos) and future increased development (DOT, Hilldale, Science Park)
4. Safety – crime, theft, break-ins, ped/bike/transit user safety
5. Community – unfriendliness, lack of participation, renter-associated issues, lack of neighborhood activities

# Background – Survey



## Key Points

- Parks, open space, paths, and urban forest are well loved and well used
- Need for additional condos (51%)
- Need for additional senior housing (33%)
- Need for additional affordable housing (33%)
- Need for additional neighborhood retail, restaurants, and services

# Background – Public Meeting



## Key Points

- Plan for young families
- Focus on park improvements and events
- Improve traffic conditions and infrastructure
- Increase accessibility and connections throughout the neighborhood and to other neighborhoods
- Improve condition and maintenance of housing
- Improve opportunities for retail and commercial services



# Vision



The University Hill Farms vision for the next 10 to 15 years is to create a welcoming community that will benefit from new development while improving the assets and unique fabric of the neighborhood.

# Vision



The neighborhood vision will be achieved through public and private investments, innovative social policy, developing practical amenities, creating places that serve all neighborhood residents, and crafting a broader neighborhood identity that will establish it as not only a historic neighborhood, but also as a culturally and socially diverse community.

# Vision



To achieve this vision, the plan will take advantage following opportunities:

- Capitalizing on the naturally occurring senior environment by ensuring the physical environment, home services, and social network support residents to age in place safely.
- Encouraging new urban, compact development to support job growth, urban living, and opportunities for inclusion of community amenities.
- Remaking Rennebohm and Garner Parks from ordinary to extraordinary places.
- Implementing place-making strategies at the school grounds that benefit the school, the needs of the growing student population, and that create a neighborhood gathering place for all ages.

# Vision



To achieve this vision, the plan will take advantage following opportunities:

- Encouraging continued infrastructure investment.
- Capitalizing on multimodal improvements by improving access, lifestyle changes, and making routes safe and interesting through physical environment improvements.
- Harnessing the social capital of residents, businesses, schools, and service providers to forge partnerships that enrich lives and build a stronger sense of community.
- Developing proactive strategies to nurture the urban forest on private properties, street terraces, and parks and open space areas.

# Goals



1. Create a community that is welcoming and livable for all residents.
2. Develop places that welcome and create a sense of community.
3. Ensure new development creates additional positive outcomes for the neighborhood.
4. Ensure the public realm meets the needs of the community.
5. Encourage preservation and reinvestment in properties.
6. Nurture the Urban Canopy/Forest.

# Objectives



- Goal: Create a community that is welcoming and livable for all residents.
- Objectives
  - Integrate Sheboygan Avenue into the neighborhood to the south and employment center to the north.
  - Ensure the neighborhood is safe, welcoming, and attractive to seniors.
  - Ensure seniors can stay in the neighborhood or in their homes throughout all life stages by assisting with repairs and alleviating tax burdens.
  - Support the development of attractive and affordable housing for families.

# Objectives



- Goal: Develop places that welcome and create a sense of community.
- Objectives
  - Activate parks, open spaces, and school grounds through physical improvements and regularly scheduled events.
  - Create new public or private features and spaces for the anticipated population growth that meet the needs of seniors, families, students, and young professionals.

# Objectives



- Goal: Ensure new development creates additional positive outcomes for the neighborhood.
- Objectives
  - Develop places that welcome and create a sense of community for all residents young and old; families and singles; renters and home owners.
  - Capitalize on transit improvements, such as those to Metro Transit and the proposed Bus Rapid Transit, for new development and place making.
  - Support development that results in job growth.



# Objectives



- Goal: Ensure the public realm meets the needs of the community.
- Objectives
  - Improve the safety of streets, parks, paths, and residential streets through lighting, design, and infrastructure improvements.
  - Improve neighborhood connectivity for pedestrians and cyclists.
  - Traffic calming measures and mitigation of future traffic volumes.
  - Commuter parking associated with transit improvements.
  - Improve access to bicycles and community cars.

# Objectives



- Goal: Encourage preservation and reinvestment in properties.
- Objectives
  - Encourage the upkeep and maintenance of single family and multi-family residential properties.
  - Support preservation and architectural design elements that are consistent with the character of the neighborhood through tax credits.
  - Encourage sustainable design and construction practices and products.
  - Support programs that help seniors remain in their homes throughout all life stages.

# Objectives



- Goal: Nurture the Urban Canopy/Forest.
- Objective:
  - Engage neighborhood residents in efforts to preserve and enhance the urban canopy and forest.