

Comments from Brian Ohm. Nov. 21, 2013.

Vision

It is not clear what the term "assets and unique fabric of the neighborhood" refers to. This should be articulated in the vision and build off the information gathered from the efforts to gather neighborhood input. The vision should then stress the need to maintain and build upon/improve those assets. New development should not be the primary focus of the vision. New development only describes one aspect of what is happening and/or should be happening in the neighborhood.

The second paragraph briefly explains how the vision will be achieved. The third paragraph then further elaborates on how the vision will be achieved by listing 8 "opportunities." Then there are 6 goals listed on the next page of the handout. Some of the "opportunities" sound like "goals" -- for example "Encourage continued infrastructure investment" sounds like a goal. The relationship of the "opportunities" to the "goals" needs to be clarified.

Perhaps the "opportunities" could be rewritten to focus on opportunities, and so they don't sound like goals. For example, the neighborhood has several large site for redevelopment/infill - this is an opportunity to do some interesting things; the neighborhood has an interesting demographic with the older residents - this presents an interesting opportunity; The neighborhood includes two large parks - Rennebohm and Garner - these present opportunities, etc., etc.

The phrasing of numerous statements throughout the document needs to be clarified. Some of these are listed below:

In the list of "opportunities":

First bullet point. The use of "naturally occurring is awkward.

Second bullet point. Are we trying to encourage new urbanism? Are we saying that we encourage new development to be compact? What about walkability? What about sustainability?

Third bullet point. According to the public input, many people identify the parks as community assets. I don't know if "ordinary" is the proper descriptor.

Fourth bullet point talks about implementing place-making strategies at the school. First it is important to identify which school or schools you are talking about. Also, it should be rephrased to state that we "encourage" the implementation of place-making strategies on school grounds. This will involve working with the Madison Metropolitan School District, the PTOs, the Friends groups, etc. This is not something the city (or the neighborhood" can do on its own.

Sixth bullet point. Insert "transportation" before multimodal. Also what do you mean that transportation improvements lead to lifestyle changes?



In the list of goals on p. 2:

The first goal. There is already a community here so I am not sure "Create" is the best word. In the "objectives" for that goal, it is not clear what is meant by integrate Sheboygan Avenue into the neighborhood to the south and employment center to the north - what areas are you talking about. Is this limited to the Avenue itself or is the focus on the development along the Avenue and the people that live there? The next objective talks about keeping the neighborhood safe for seniors. Given the concern about crime raised by citizens of all ages, I do not think safety is an issue just for seniors.

Second goal. Since many people identify places like the parks, Hilldale, the schools, the pool as places that already create a sense of place, I am not sure that "develop" is the correct word to use here. Other than the pool (which is private) I don't recall people not feeling welcome at these places. Under the objectives for the goal, there are already numerous scheduled events at all these venues. The objective is for more? For the second objective for the goal, what is the anticipated population growth over the next 10 - 15 years and is this objective talking about space for this new growth or space for new parks/opens spaces?

Third goal. Since numerous folks have raise the redevelopment of the office/commercial sites in the neighborhood as an important issue, perhaps this goal should be goals #1 or 2. Since some people have raise the issue of the crowded schools, an objective should relate to the need to coordinate the approval of new residential development with the school district so the schools remain "welcoming."

Forth goal. Numerous folks have identified safety issues and traffic issues as important issues. Perhaps this goal should be #1 or #2. The objective dealing with traffic calming needs some verbs - "Improve traffic calming measures and strategies to mitigate future traffic volumes"?? More is perhaps needed on safety and traffic.

Fifth goal. For the second objective, I would delete the phrase "trough tax credits." There are other ways that the neighborhood uses to achieve this objective, such as the neighborhood design review committee and the enforcement of the deed restrictions. Also the tax credits need further explanation. I am not sure the objective about helping seniors remain in their homes goes here. It makes it sound like seniors are not maintaining their homes. Also, it repeats the third objective following goal number 1.

Six goal. Efforts to nurture the urban canopy have to recognize the projections of what is going to happen to the neighborhood because of all the ash trees and also the number of mature trees that will be reaching the end stages of life. While preservation is a worthy goal, we should also be talking about restoration of the canopy.

History

The history of the University Hill Farms neighborhood dates back to 1846, when New York native, Harmon Hill and his wife Clarissa moved to the farm site in 1857. The Hills retired to the city in 1893, and sold the farm to Benjamin Lewis, who in turn sold it to the University of Wisconsin College of Agriculture in 1897. The University Hill Farms neighborhood that exists today is the result of a successful state venture that sought to create an all-inclusive, middle class community.

In 1953, the Wisconsin state legislature authorized the University of Wisconsin to sell Hill Farms and to use the proceeds to purchase new research lands in Arlington. Pressured by the city to open the site for housing, the University appointed a special Committee on Agricultural Lands, with former governor Oscar Rennebohm as chair, to develop the 600-acre property as a multi-use ^{planned} community. The conversion from an agricultural station to a major-commercial and residential area was said to have been worth at least \$25,000,000 to the University.

Plan

The influences on the final University Hill Farms plan date back to planner Ladislav Segoe's 1939 comprehensive plan for Madison. Among his recommendations, Segoe directed that all new subdivisions conform to the comprehensive plan and incorporate any thoroughfare, boulevard, or parkway designated in the plan. Additionally, Segoe stressed the importance of planning for schools, playgrounds, and parks within neighborhoods. Consistent with Segoe's recommendations, the city purchased areas within the site to reserve for the neighborhood's existing schools and parks.

The city of Madison's Plan Commission prepared a plan that incorporated clusterings of residential lots around cul-de-sacs. In 1955, the University Committee hired planning consultant Carl L. Gardener and Associates to create a final master plan. Gardener's plan largely excluded the city's recommended cul-de-sacs, and instead incorporated "long blocks and curvilinear streets that mimicked the rolling topography of the site." After a series of reviews, the original plat was recorded on October 7, 1955 and included ~~all~~ existing areas of the neighborhood excluding the southeast portion. To commemorate the fact that the plan was a state venture, the University decided the neighborhood streets would be named after Wisconsin counties.

Sales

The first of the Hill Farms lots were sold to the public in 1955, eighty-one of which were sold to builders participating in the annual Parade of Homes. Although large-scale buyers typically bought adjacent lots, buyers of Hill Farms properties scattered their purchases throughout the neighborhood, which resulted in the neighborhood's diverse styles of homes.

which is specified in property deed restrictions.

Architecture

In 1955, the Regents appointed the Hill Farms Architectural Control Committee. The Committee's role was to "evaluate and maintain architectural standards by ensuring minimum standards for improvements." At the Committee's inception, the proposed buildings (which were limited to single-family homes) were reviewed on the basis of exterior design, building materials, and location on the lot. In its current role, the Architectural Review Committee oversees any proposed changes or additions to existing homes and the construction of new homes.

and duplex

Additional regulation is conducted through a Declaration of Covenants, Restrictions and Easements, which is applied to neighborhood parcels and homes.

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formed as a neighborhood association committee in fall 1999 following a neighborhood-wide referendum, continues to oversee

Richland

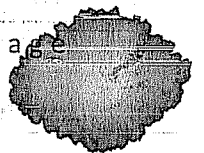
The neighborhood's architectural style includes variations of the ranch and some Colonial Revival-influenced designs. Most notably is the Frank Lloyd Wright-designed prefabricated house built by Marshall Erdman and Associates, one of the 1959 Parade of Homes. Due to its unique architectural character, the neighborhood hosted *several* four Parades of Homes in 1957, 1958, 1959, 1960, and 1962 in areas including *duplexes along Mantowoc Parkway and* Richard Lane and Segoe Road, Juneau Road, Pepin Place and Marinette Trail, Door Drive, Varsity Hill, Stadium Drive, and Carillon Drive.

In addition to the neighborhood's single-family homes, the plan included the development of the Karen Arms, an early garden apartment complex consisting of 11 buildings on 11 acres. Although deviating from Gardener's original plan, the strip along Sheboygan Avenue became the site of the city's first high-rise apartment building, the Park Tower, which opened in 1961.

Commercial

Ninety-four acres of the original plan were designated as commercial and included, among other businesses, the State Department of Transportation office and a combination bowling alley/nursery. Serving as the neighborhood's commercial anchor, the Hilldale Shopping Center opened in 1962 and was located in an ideal site due to the higher than average incomes and burgeoning population within its vicinity. Built on a 34-acre parcel, the \$12 million shopping center was anchored by the department store, Gimbels-Schusters, and included 26 specialty stores. Although originally planned to serve the immediate community, the Hilldale Shopping Center served as a regional attraction, exemplified in a newspaper publicizing its opening, announcing, "All Roads Lead to Hilldale."

PLEASE NOTE: GRAPHIC TIMELINE WILL BE INCLUDED IN THE PLAN



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DRAFT FOR DISCUSSION

Goals	Objectives			
Create a community that is welcoming and livable for all residents	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. <i>for all ages.</i>	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.
Develop places that welcome and create a sense of community	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.		
Ensure new development creates additional positive outcomes for the neighborhood	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.	
Ensure the public realm meets the needs of the community	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.
Encourage preservation and reinvestment in properties	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.
Nurture the Urban Canopy/Forest	Engage neighborhood residents in efforts to preserve and enhance the urban canopy and forest.			

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<p>1. The first part of the report discusses the importance of maintaining accurate records of all transactions.</p>	<p>2. This section describes the various methods used to collect and analyze data from different sources.</p>	<p>3. The results of the study show a significant correlation between the variables being measured.</p>	<p>4. These findings have important implications for the field of research and practice.</p>	<p>5. The study was limited by several factors, including sample size and methodology.</p>
<p>6. The data analysis revealed that there is a strong positive relationship between the two variables.</p>	<p>7. The statistical tests conducted confirmed the significance of the observed differences.</p>	<p>8. The study also identified several key factors that influence the outcome of the process.</p>	<p>9. The results suggest that there is a need for further research in this area.</p>	<p>10. The study was conducted over a period of six months, during which time all data was carefully recorded.</p>
<p>11. The findings indicate that the proposed model is a valid representation of the system being studied.</p>	<p>12. The study was supported by the following organizations and individuals.</p>	<p>13. The data was collected from a diverse group of participants, ensuring a wide range of perspectives.</p>	<p>14. The study was published in the Journal of Applied Research, Volume 12, Issue 3.</p>	<p>15. The study was funded by the National Science Foundation, Grant Number 1234567.</p>
<p>16. The study was limited by several factors, including sample size and methodology.</p>	<p>17. The study was limited by several factors, including sample size and methodology.</p>	<p>18. The study was limited by several factors, including sample size and methodology.</p>	<p>19. The study was limited by several factors, including sample size and methodology.</p>	<p>20. The study was limited by several factors, including sample size and methodology.</p>
<p>21. The study was limited by several factors, including sample size and methodology.</p>	<p>22. The study was limited by several factors, including sample size and methodology.</p>	<p>23. The study was limited by several factors, including sample size and methodology.</p>	<p>24. The study was limited by several factors, including sample size and methodology.</p>	<p>25. The study was limited by several factors, including sample size and methodology.</p>
<p>26. The study was limited by several factors, including sample size and methodology.</p>	<p>27. The study was limited by several factors, including sample size and methodology.</p>	<p>28. The study was limited by several factors, including sample size and methodology.</p>	<p>29. The study was limited by several factors, including sample size and methodology.</p>	<p>30. The study was limited by several factors, including sample size and methodology.</p>

