

## EXECUTIVE SUMMARY

The Greenbush Neighborhood Association is one of Madison's oldest established neighborhoods. It was a place where the first immigrants of Madison made their home. The neighborhood-shopping district, Regent Street, still has buildings bearing some of the ethnic heritage such as the Italian Working Man's Club. The theme of providing a variety of housing choices and community services is embedded in the plan, a reflection of the long tradition of Greenbush as a place for all persons to live regardless of age, income or ethnicity/race.

The neighborhood's location is at the doorstep to University of Wisconsin-Madison. This is one of the biggest challenges facing the neighborhood: the growth of the university, the demand on rental-type housing stock, and the slow conversion of owner-occupied - homes into renter-occupied housing has changed the character of the neighborhood from a family-oriented to college-age neighborhood over the last three decades. Based on the US Bureau of the Census (Census Tract 12), from 1970 to 2000 there has been a:

- 32 % (621 person) increase of persons enrolled in college
- 34% (229 housing units) decrease in owner-occupied housing
- 13% (306 unit) increase in housing units

It is difficult to assess the precise impact since the census tract boundaries are larger than the Greenbush Neighborhood. Anecdotal assessments by persons living in the neighborhood have confirmed that the change in character has taken place. It is now a question of how to reverse the trend to create a neighborhood that is desirable for singles, families, and seniors.

The three highest priorities for Greenbush neighbors relate to the existing housing stock and how neighbors move around in our established neighborhood. Our top priorities include:

1. Encouraging the improvement of housing stock and expanding homeownership in the neighborhood. Recommendations targeting this issue involve recommended areas, densities, and general appearance guidelines for new construction, as well as ideas for homeowner assistance. We look forward to the ideas generated by the Workforce Housing Neighborhood Planning Grant for more guidance on this issue.
2. Improving building and zoning code compliance. This neighborhood has many structures that are not in compliance with building and/or zoning code. The problem has many causes, including zoning imposed on it that has never been a good fit with existing homes, deferred maintenance, and many lots that have been "grandfathered" to retain older codes. Solutions to these problems may involve new zoning that is a better fit for this older urban neighborhood, targeted enforcement from the building inspection and zoning department, and resident education.

3. Improving pedestrian and bicyclist movement. An overwhelmingly large percentage of the residents of this neighborhood go to work and other activities by foot or bike. At the same time it is an urban neighborhood that has become a commuter route for drivers going to the University, St. Mary's, Meriter, or other downtown destinations. The Neighborhood Traffic Management Program is not a good fit for this neighborhood because many of the pedestrians most concerned do not live on the streets that generate the concern, and absentee landlords make it extremely difficult to obtain the signatures required to enroll in the program. A number of recommendations advocate for greater pedestrian safety on our two collector streets, Drake and Mills, as well as on the arterial streets that bound our neighborhood, Regent and Park. We feel that these should have greater pedestrian protection because they are important pedestrian and cycle thoroughfares, not just for neighborhood residents, but for many other people who pass through on their way to the University or other destinations.

We look forward to working with the City of Madison to accomplish the goals and recommendations in the Greenbush Neighborhood Plan.

Respectfully,

Greenbush Neighborhood Association