

# AGENDA # 1

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> October 6, 2010
TITLE: Adopting the Greenbush-Vilas Neighborhood Housing Revitalization Strategy Report as a Supplement to the Greenbush Neighborhood Plan. (19055)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: Alan J. Martin, Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: October 6, 2010	<b>ID NUMBER:</b>

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Members present were: Marsha Rummel, Mark Smith, Dawn O’Kroley, Todd Barnett, Richard Slayton, R. Richard Wagner, Jay Handy, John Harrington and Henry Lufler, Jr.

## **SUMMARY:**

At its meeting of October 6, 2010, the Urban Design Commission **RECOMMENDED ADOPTION** of the Greenbush-Vilas Neighborhood Housing Revitalization Strategy Report as a supplement to the Greenbush Neighborhood Plan. Appearing on behalf of the project was Jule Stroick, Planner IV. Stroick presented concepts for affordable housing as an investment strategy. The strategy looked at four different areas: west of Mills Street, looking at the housing stock which is a mix of single-family and how to preserve what is there today. North of Mound Street faces major changes in density as well as housing types and affordability; south of Mound Street is looking at preserving housing stock, infill development, and building up owner-occupancy; and east of Mills Street, looking at redevelopment and investment opportunities and hooking up with the two hospitals as major employers of the area. The small scale investment would include increasing the quality of the housing, looking at energy conservation and making it more appealing and energy-efficient for a larger population group. They also looked at how an individual who does not make a large salary, through grants and other programs, can make these rehab changes to these homes. The medium scale investments are north of Mound Street and include St. James Church and Klief Park; the neighborhood took that as being the major asset and how to build around it. They also looked at bringing seniors and new families into this area by looking at opportunities for infill housing types, looking at multi-family on the periphery, and the possibility for senior housing. They looked at the vacant parking for St. James Church as an opportunity to bring in new housing types. South of Mound Street there is a concept of looking at infill housing with smaller footprints and more affordable. Larger investments would include the area where St. James Street is with the older housing stock. It would include multi-family on the periphery, as well as a new concept of green streets, non-vehicle streets with alley access, small housing footprints and more affordable, and shared parking at the ends of the blocks. Meriter Hospital is working on a program that would assist residence in purchasing homes in the neighborhood. The CDA is also working on a program to complement this and help people buy homes. One of the major challenges for this is the fact that many of the homes in this neighborhood are for sale, and there are not many multi-family housing developments that currently exist here. Comments and questions from the Commission were as follows:

- I would like to know a little bit more about how the neighborhood was brought into this plan.
  - Both the Vilas and Greenbush neighborhoods had approached the City stating they would like to do this; can we get funding to help accomplish this strategy? The City awarded them (the

neighborhood associations) some money and they hired the Cunningham Group. Three major open houses were organized to look at issues, assets, how can we build upon those, looking at the concepts the consulting group brought back, and then refining those concepts. Each of these neighborhood meetings had 60+ individuals involved. There was also a website available and neighborhood newsletters to inform the neighborhoods.

- Was there anything in here that was controversial?
  - Increasing the density. There was discussion and dialogue, and based on the goals they are trying to accomplish was supported by the neighborhood association.
- The approach to St. James is such a surprise in this area. It's quite grand and wonderful. I would focus on letting the architecture of that building hold the corner, rather than putting too many fussy things in front of it. It's a very nice approach.
- Was there any discussion about the future of the school building?
  - At one of the first open houses. It's considered an asset to the neighborhood.

### **ACTION:**

On a motion by Rummel, seconded by Lufler, the Urban Design Commission **RECOMMENDED ADOPTION** of the plan. The motion was passed on a vote of (7-0-1) with Smith abstaining.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 7.5, 8 and 9.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: Greenbush-Vilas Plan**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	-	-	-	-	-	8
	-	-	-	-	-	-	-	7.5
	-	-	-	-	-	-	9	9

General Comments:

- Interesting and doable plan that could help revitalize and refresh housing stock.
- Nice document and strategy for housing.