

University Hill Farms Neighborhood Plan

Community Outreach Results



- **COMMUNITY SURVEY**
- **BUS STOP INTERVIEWS**
- **EXIT INTERVIEWS**

Survey Results



- **248 RESPONDENTS**
- **OPEN JULY 1ST – AUGUST 1ST**

Survey Respondent Demographic Highlights



- 48% are 55+ years old
- 60% are female
- 96% are not enrolled in college or graduate school
- 30% have lived in the neighborhood for 20+ years
- 97% have access to a car
- 91% live in single family homes
- 98% own their homes
- 52% have no children in their household
- 47% have an average annual household income of \$100,000+
- 86% belong to the UHF Neighborhood Association

Survey Respondent Demographic Highlights



- Almost half are 55+ years old
- More than half are female
- Close to none are enrolled in college or graduate school
- One-third have lived in the neighborhood for 20+ years
- Almost all have access to a car
- Almost all live in single family homes
- Almost all own their homes
- More than half have no children in their households
- Almost half have an annual household income of \$100,000+
- More than three-fourths belong to the UHF Neighborhood Association

Top Reasons for Living in the Neighborhood



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

Significant Changes/Challenges

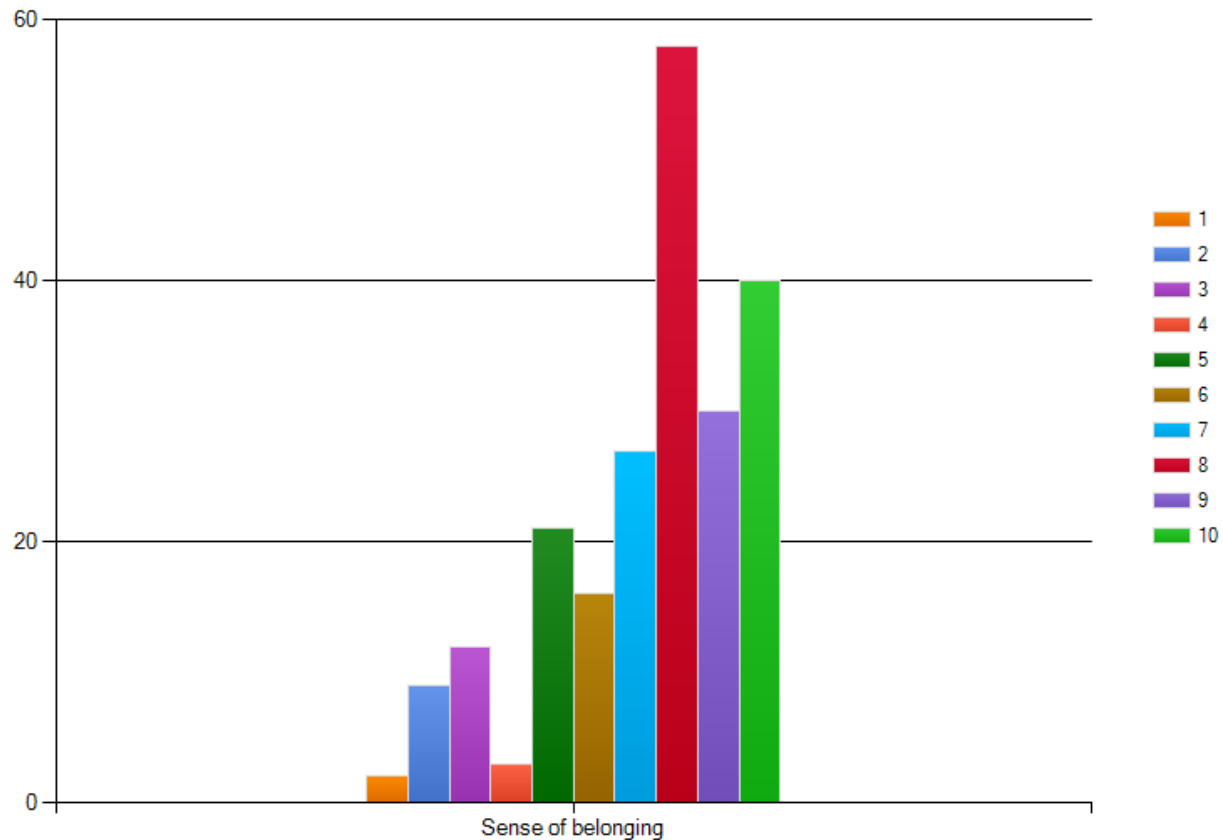


1. Volume and speed of traffic
2. Housing values, stock, affordability, and neighbors' maintenance
3. Overdevelopment (rental housing/condos) and future increased development (DOT, Hilldale, Science Park)
4. Safety – crime, theft, break-ins, ped/bike/transit user safety
5. Community – unfriendliness,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

Sense of Belonging



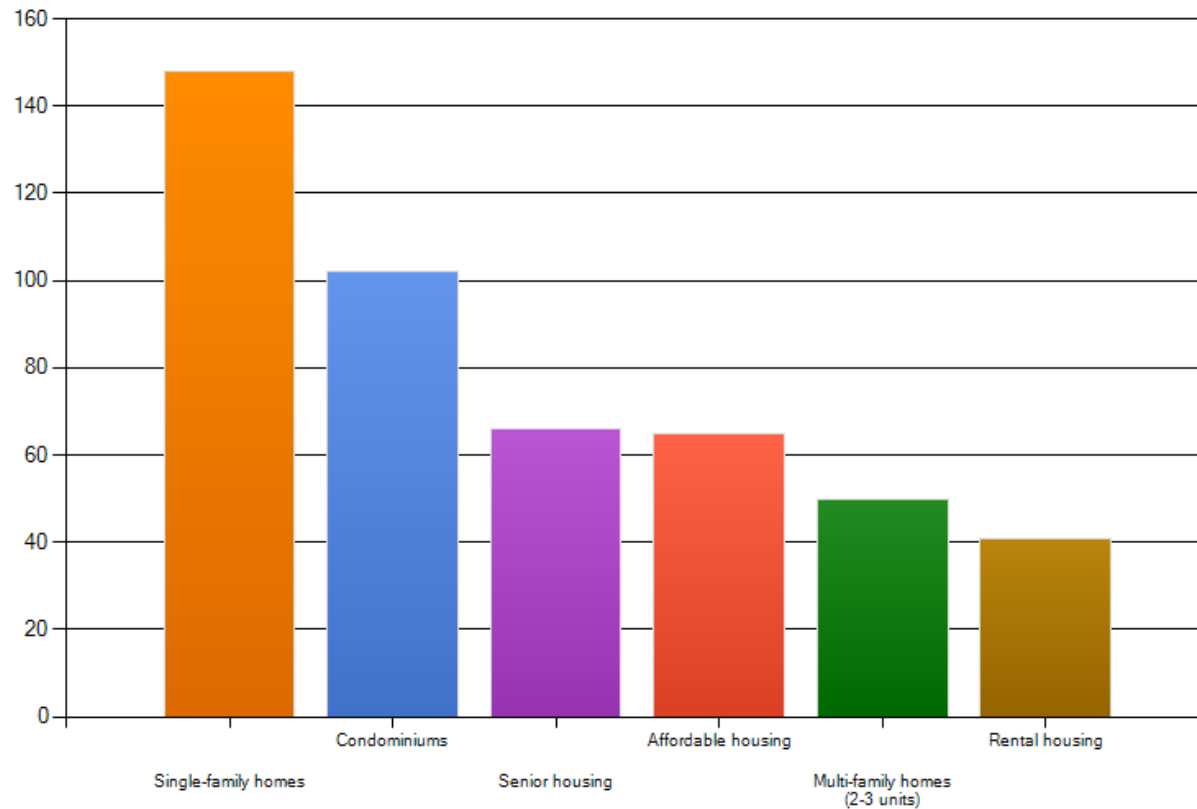
On a scale of 1-10, please rank your sense of belonging in the neighborhood (1 is low, 10 is high).



Additional Neighborhood Housing



There is a need for additional housing to accommodate employees of Madison's west side and Verona. What type of housing would you like to see developed in the University Hill Farms Neighborhood to accommodate the incoming worker population? Check all that apply.



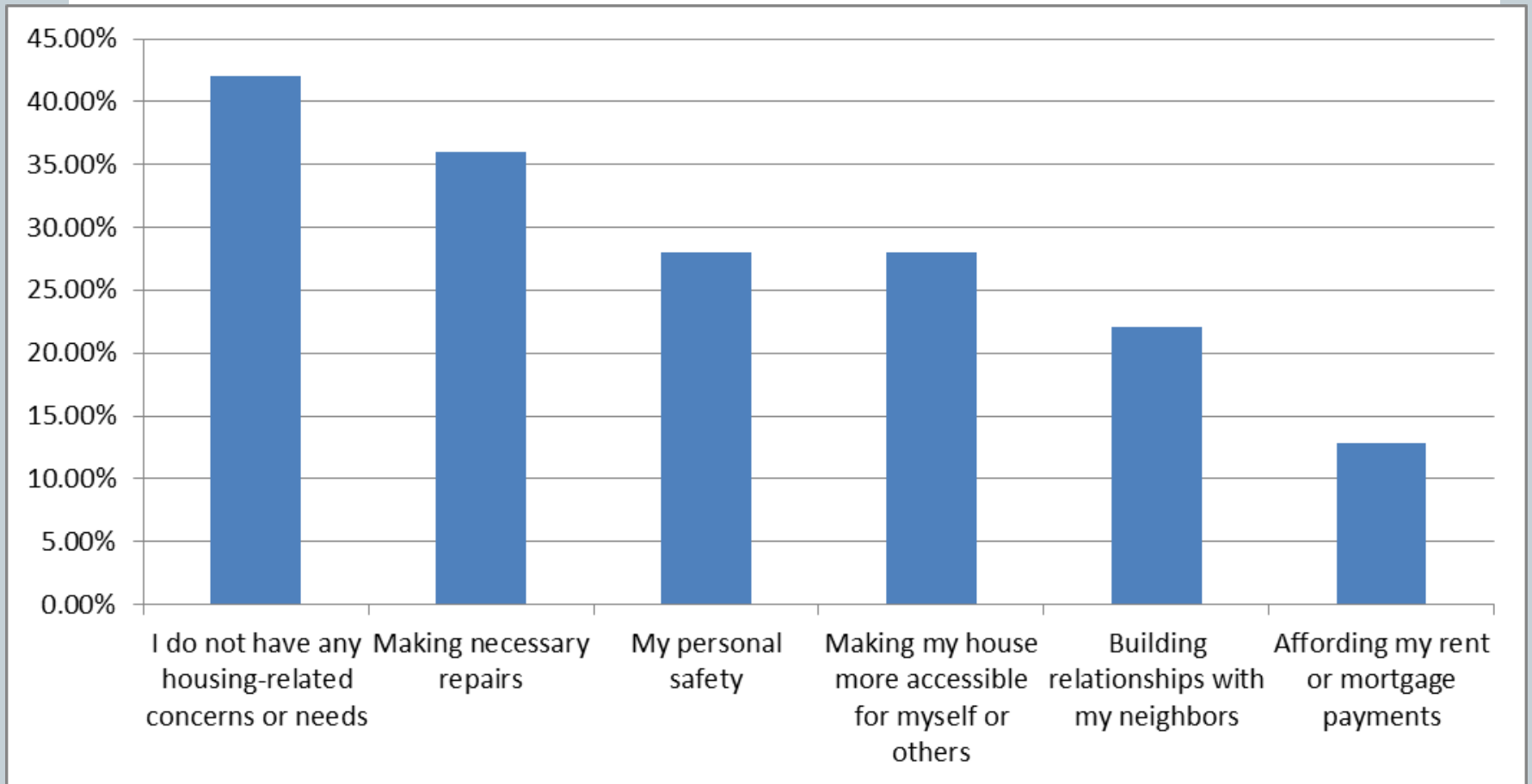
Transportation – Majority Results

- Respondents were asked to rate their ability to walk, bike, drive their personal vehicle, or take public transit to or through the following:
 - Throughout neighborhood
 - To other neighborhoods
 - To Downtown
 - To UW
 - To University Research Park
 - To West Towne Mall
 - To other employment centers
 - To Sequoya Library
- The majority indicated traveling to or through all areas/destinations by way of **personal vehicle** was **excellent**.
- Very **few respondents** indicated use of a **bike** to commute to areas/destinations other than to other neighborhoods.
- Very **few respondents** indicated **walking** to areas/destinations outside of the UHF neighborhood.
- **Public transit** use was **mixed among respondents** – some stated it was excellent for commuting to UW, Downtown, University Research Park, while others indicated they did not use public transit to commute.

Seniors' Housing Concerns and Needs



If you are a senior citizen, what are your greatest housing-related concerns or needs? Please select any and all that apply.



Commuter Parking/ Park and Ride



Is commuter parking a problem in the neighborhood?

- **No: 64%**

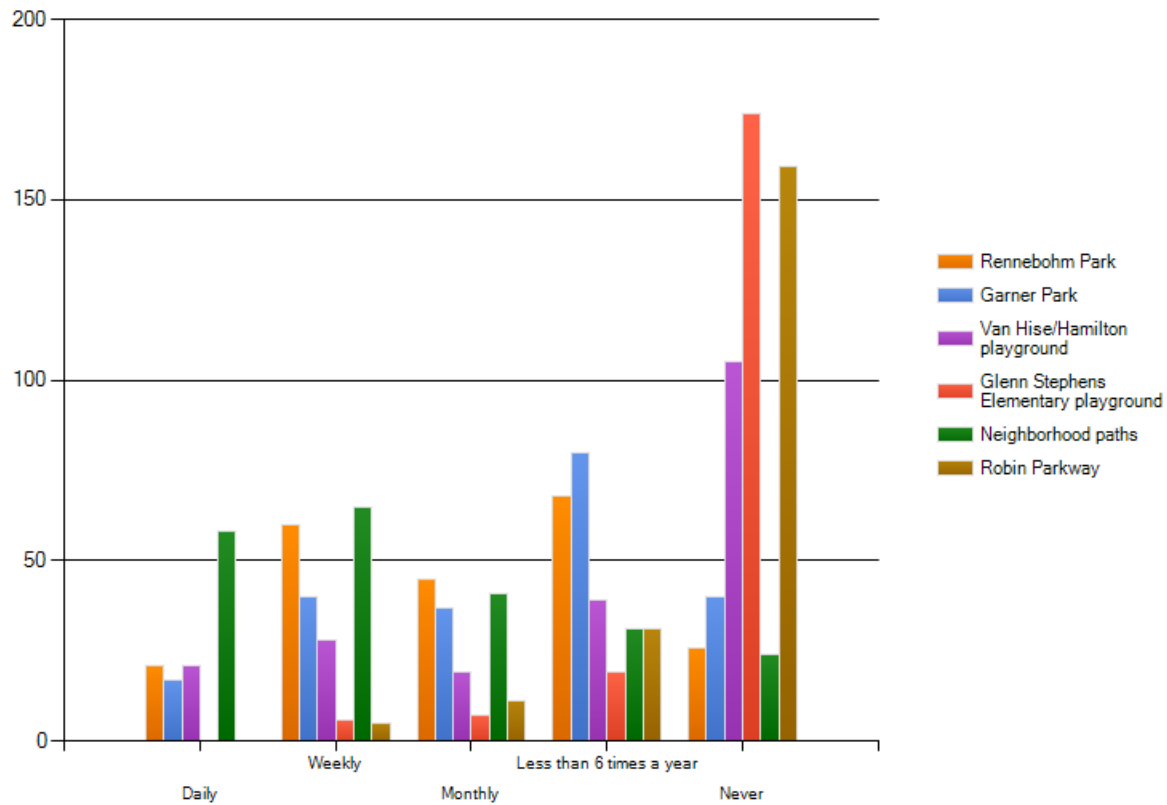
Would you use a park-and-ride if developed in or near the neighborhood?

- **No: 76%**

Use of Parks and Open Space



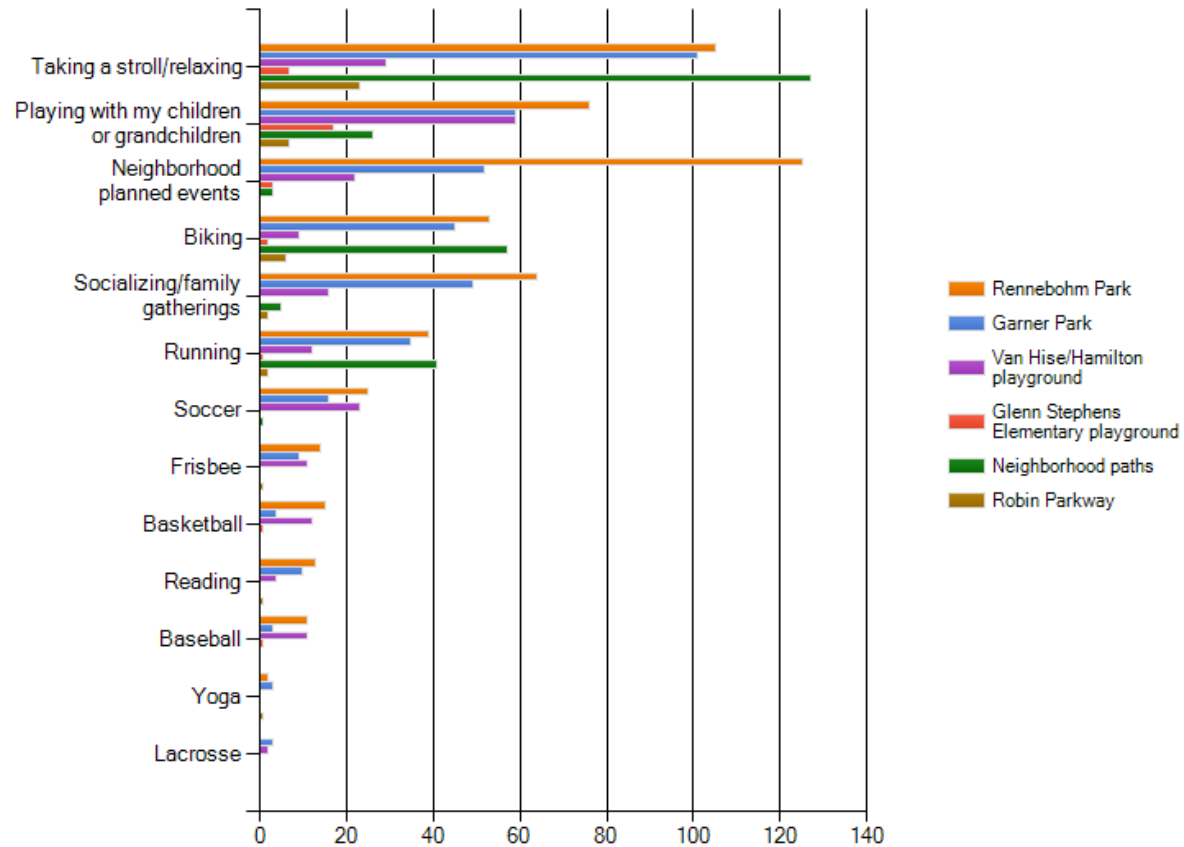
How often do you use park/open space in the Hill Farms Neighborhood?



Park Uses



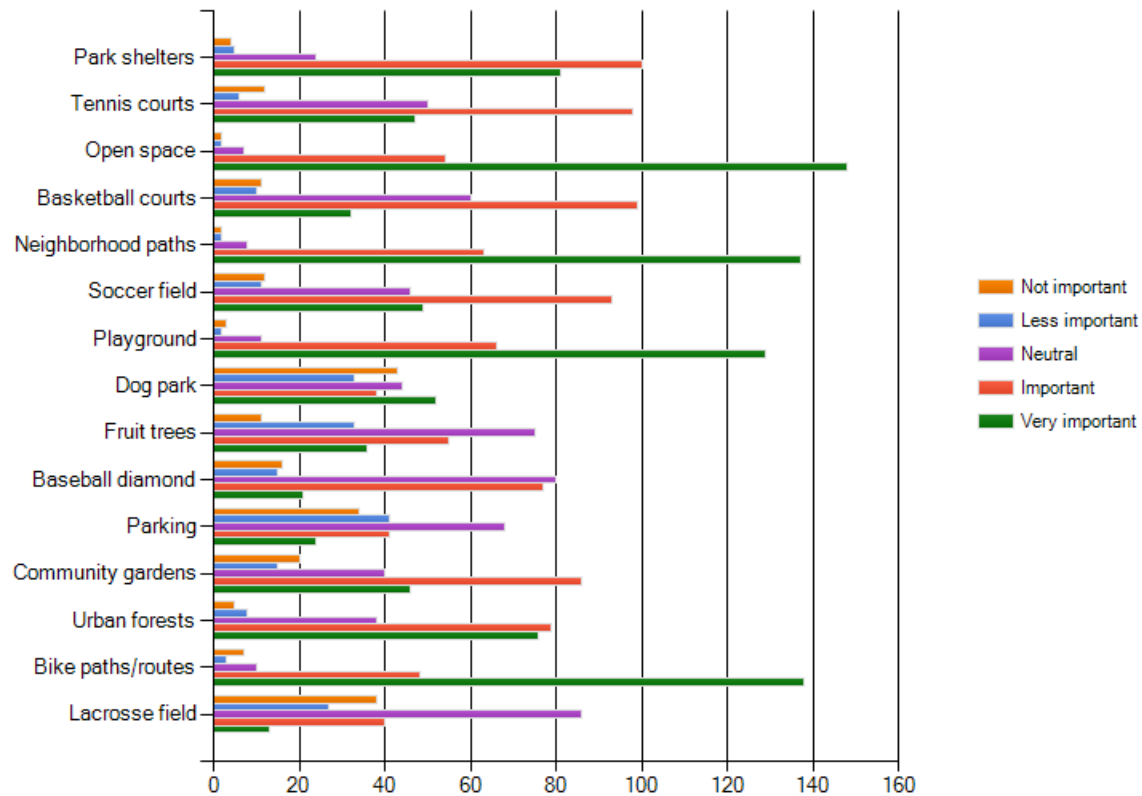
How do you use park space most often? Check all that apply.



Importance of Outdoor Land Uses



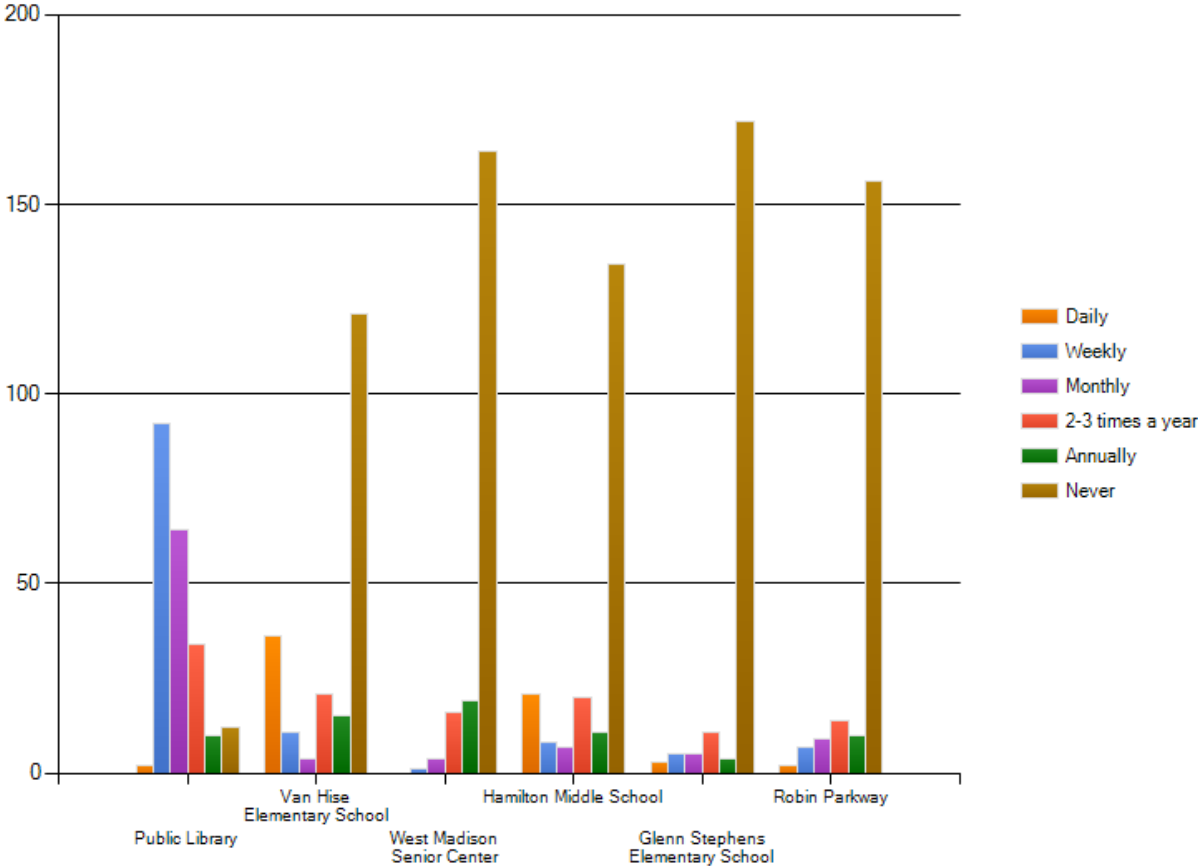
Please rate the importance of the following outdoor uses for the neighborhood.



Community Facility Use



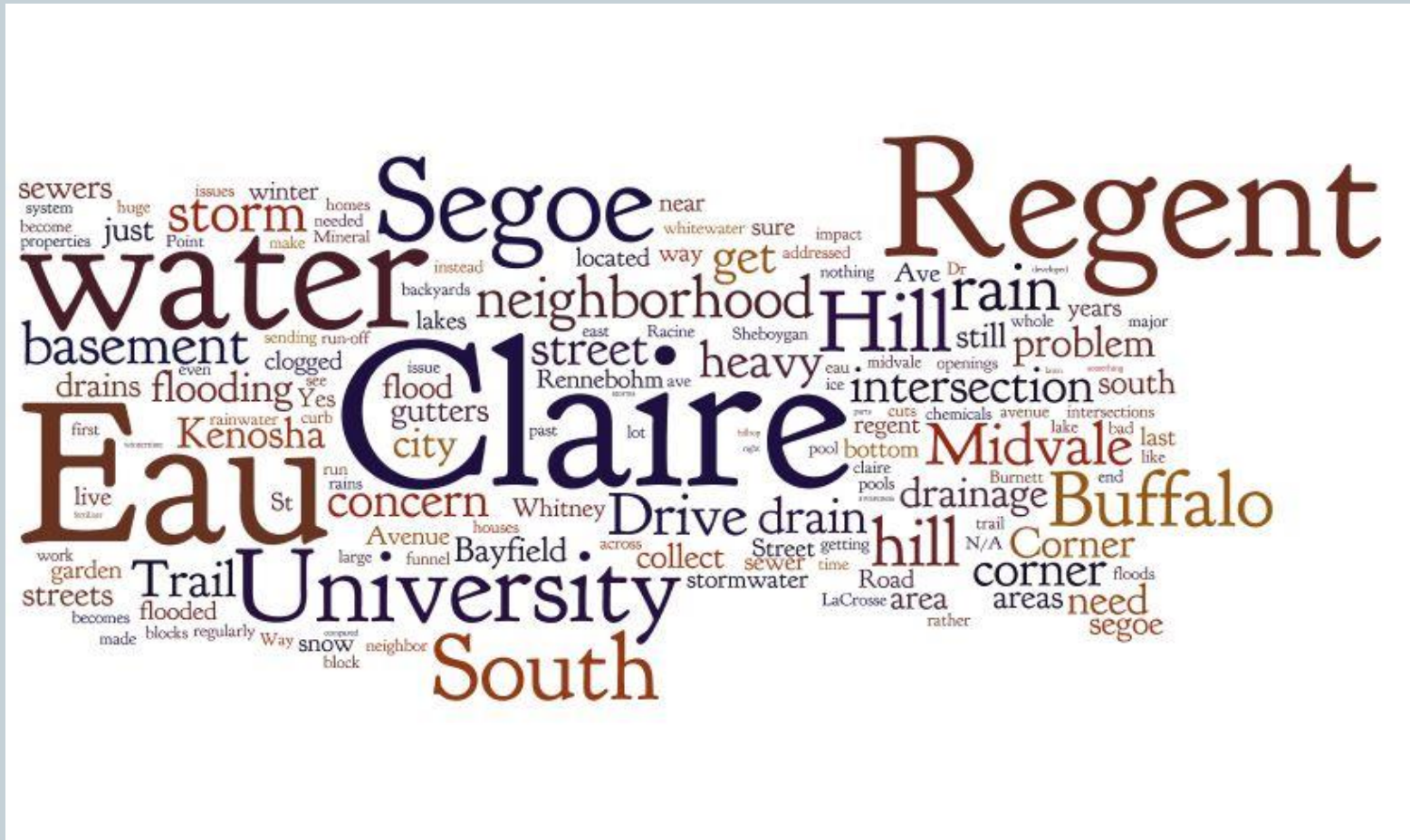
How often do you use or visit the following community facilities?



Stormwater Management



If you identify stormwater management as an issue, please identify where.



Bus Stop Interviews



- **WEEK OF JULY 22, 2013**
- **25 INTERVIEWS STARTED**
- **20 QUESTIONS**

Key Findings



- Common reasons for staying in neighborhood
 - Chinese student community
 - Proximity to UW
 - Bus stops
 - Proximity to shopping, services
 - Friends
 - Environment
 - Nice/inexpensive apartments
- More than half are planning to stay in the neighborhood over the next 1-2 years
- More than half use park/open space
- Common answers for businesses/services desired
 - Satisfied with current selection
 - More restaurants
 - Bookstore
 - Shops similar to eastside
- Types of City services desired
 - More frequent/improved buses
 - Trails
 - Security, police service

Demographics

- Gender:
 - Male: 11
 - **Female: 14**
- Age range:
 - **18 – 24: 12**
 - 25 – 34: 10
 - 35 – 44: 1
 - 65+: 1
- Student status:
 - **Yes: 15**
 - No: 10
- Time as resident:
 - < 6 mo: 2
 - **<1 yr: 8**
 - 1 – 2 yrs: 5
 - 3 – 5 yrs: 6
 - 10 – 15 yrs: 1
- Housing tenure:
 - **Renter: 23**
 - Owner: 0
- Area of neighborhood:
 - All **24** live north of Sheboygan Avenue

Demographic Conclusions



- More than half were female
- More than half were 18 – 24 years old
- More than half were students
- All were renters
- All live north of Sheboygan Avenue

Exit Interviews



- **4 INTERVIEWS CONDUCTED**
 - 3 renters
 - 1 homeowner

Exit Interviews



Interview 1

- Renter for 2 years
- Enrolled in graduate school
- Moved from neighborhood May, 2013
- Highlight:
 - “The only way I would move back would be if the neighborhood integrated **more mixed-use buildings with commercial space** on the first floor and **multi-family space** above and **distributed these building evenly throughout the neighborhood**. Also, I would need to know there were **less expensive amenities**, not necessarily within a walkable distance, but at least nearby. .. A **community center** would really **help** the neighborhood as well. If there was a **free, relaxing space that could be used by all members of the community** that did not necessarily serve as a place of worship, the neighborhood could become more integrated.”

Interview 2

- Lives in house parents owned for 52 years
- Parents moved out of house, cannot afford taxes
- Highlight:
 - “**The neighbors!** It’s also **quiet** and **safe**. It’s close to **schools**, on many **bus lines**, close to **hospitals**, and **shopping centers**... And this neighborhood is **beautiful**. We have **mature trees**. The **city services** are **great**... I have nothing negative to say about our area, except for a neighbor of ours who will not clean up his house. He won’t **mow his lawn**, there are **down trees** in his yard. I think he could contribute to the hard time I am having **selling my house**.”

Exit Interviews



Interview 3

- Renter for 3 years
- Enrolled in graduate school
- Moving – apartment does not allow dogs
- Highlight:
 - “**Sheboygan Avenue** has an **interesting mix of people** – lots of graduate and medical students. There are also a lot of retirees. **Establishing** some sort of **community** for these people should be a **priority.**”

Interview 4

- Renter for 2 1/2 years
- Manager of Hilldale store
- Moving to live alone
- Highlight:
 - “I would have **liked to have known** what’s **available**. I **didn’t even know** about **Garner Park** until last week’s [business focus group] meeting.
 - I would **absolutely move back here.**”