



A Revitalization Strategy

Supplement to the Greenbush and Vilas Neighborhood Plans

Spring 2010

The Greenbush and Vilas neighborhoods are excellent examples of established, valued places. They are well connected to a variety of local amenities, shopping, transit, parks and trails, lakes, as well as the University of Wisconsin and downtown. The neighborhoods are home to Meriter Hospital and St. Mary's Hospital, local stakeholders that are engaged with their community and that provide significant services and employment to the area and region. This area has a history of working class families that lived, learned, worked in the neighborhood, and shopped along well defined commercial/retail streets (Monroe, Regent, and Park) that are still viable today. From most perspectives, the neighborhoods represent a model for living sustainably in the city; they are connected, urban, and green.

Greenbush and Vilas are being rediscovered as the desirable and sustainable places they have always been, but in a way that supports greater home ownership, stability, and family living. However, despite the recognized potential of Greenbush and Vilas, their future is uncertain. Property owners are beginning to invest in and improve homes south of Mound Street, but overcrowded and poorly managed rental housing remain a challenge. St. Mary's, Meriter, and the University of Wisconsin recognize the benefits

employees living nearby, yet much of the neighborhood housing remains unaffordable to the majority of their employees.

The Greenbush-Vilas Housing Revitalization Strategy is a bold vision to realize the potential of the neighborhoods. In particular, the Revitalization Strategy aims to:

- Increase the affordability and desirability of the neighborhood for University and hospital employees, graduate students, and young families.
- Introduce a range of housing options that allow residents to live responsibly and simply.
- Enhance the qualities that make the neighborhoods unique: public spaces, tree-lined streets, and variety of established homes.
- Create the Greenbush-Vilas Partnership, a community-based organization charged with the task of implementing the Strategy.

The Revitalization Strategy document is organized into five parts: Part I Summary; Part II Small-scale Investments; Part III Medium-scale Investments; Part IV Large-scale Investments; and Part V Implementation Summary.

Part I: Summary

Uniquely Greenbush, Uniquely Vilas

Celebrating the neighborhood's distinctive qualities is the foundation to establishing an irreplaceable, highly admired, and loved place - a sustainable neighborhood with lasting value. Pride of ownership, older homes, leafy streets, and corner shops are a few special neighborhood characteristics.



A Range of Housing Options

Greenbush and Vilas have many of the necessary ingredients of a sustainable community. Among them:

- Proximity to major institutions and places of employment supports and encourages walking, cycling, and taking the bus between home, work, and entertainment.
- Daily use of nearby stores and services supports locally-owned businesses.
- Access to nearby parks and recreational opportunities encourages a healthy and active lifestyle.

Despite these many positive qualities, Greenbush and Vilas are missing a critical element of sustainability: a range of housing that enables people to stay in their neighborhoods as they transition through various life stages.

Housing options are limited and unaffordable for many in the community. To address these deficiencies, the Revitalization Strategy recommends broadening the range of housing options to attract and retain long-term residents. Today, Greenbush has mostly undergraduate students and a small number of families; Vilas has many mature families, but a limited range of housing options. Potential residents who want to live in the Greenbush-Vilas neighborhood, such as those working nearby at Meriter and St. Mary's, are unable to find appropriate housing at an affordable price.

Small, medium, and large investments resulting in new townhouses, apartments, cottages, and rehabbed single-family homes and duplexes, will offer multiple paths to homeownership and a range of rental opportunities.

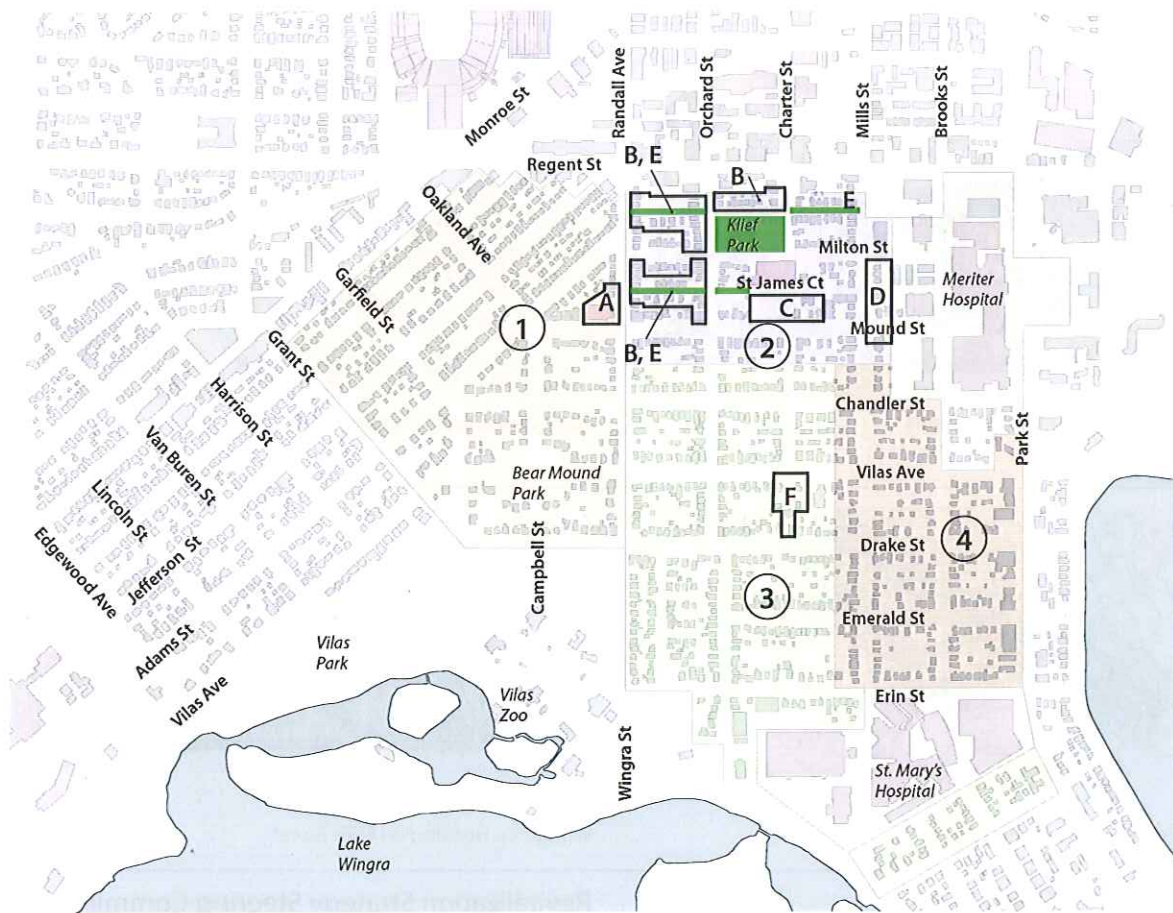
Housing Choices Today and Tomorrow

Today, Greenbush-Vilas offers a relatively narrow range of housing choices for a narrow segment of the population. A wider range of housing is needed to allow residents to remain in the neighborhood as they transition through stages of life as well as to attract new residents that currently cannot afford to live in the neighborhood.

The matrix below indicates the narrow range of housing choices available today (colored squares). The Strategy is focused to accommodate a greater range of market needs with a wider selection of housing types, sizes and prices.

	Single Adult	Couple	Adult & Child	Small Family	Extended Family	Room-mates
		ii	ii	iii	iiii	iiii
Single Family Detached						
Alley House						
Duplex, Triplex or Four-plex						
Cluster or Common Housing						
Small Apartment						
Large Apartment						

today tomorrow



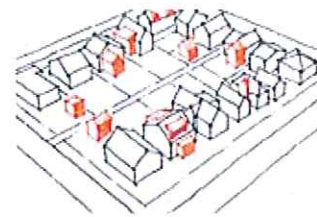
Revitalization Strategy Summary

- 1 Maintain, protect, and preserve the established housing stock; reinforce the character of the area with a Neighborhood Conservation Overlay District. Accommodate potential strategic redevelopment opportunities. A: Beth Israel Center site
- 2 Focus on redevelopment North of Mound St that reinforces public realm assets such as Klief Park. B: New housing types, C: Senior housing, D: Workforce housing, E: Green Streets
- 3 Encourage and support owner-occupied opportunities by facilitating single family/duplex reversions and conversions; reinforce the character of the area with a Neighborhood Conservation District. F: Accommodate possible redevelopment of cluster courtyard housing.
- 4 Anticipate incremental redevelopment and reinvestment to accommodate new residential and mixed-use development consistent with the approved Master Plan for St. Mary's and Meriter Hospitals and the Park Street Urban Design Districts (UDD #7) and Park Street Urban Design Corridor Guidelines.

Variety of Solutions

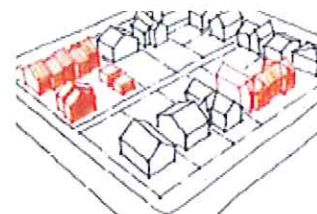
Small Scale

Single lot rehabs, reversions, conversions, general improvements, and infill housing allows current and future homeowners to incrementally improve the residential neighborhood core. The Strategy is focused south of Mound Street.



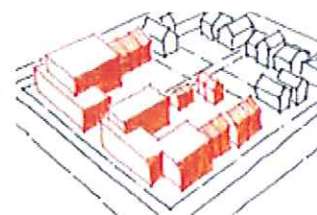
Medium Scale

Townhouses, courtyards, and clusters, ranging from a single lot to 1/2 block. A range of medium-sized investments are suggested north of Mound Street and in selected locations.



Large Scale

Larger projects greater than 1/2 block, but including a variety of unit types and sizes, are appropriate north of Mound Street. These investments are critical to stabilizing and reshaping the most vulnerable portions of the community.



Examples of Potential Investments

Small Scale



Conversions and Improvements

Medium Scale



Courtyard Cluster Housing

Large Scale



St. James Court - Green Street



Workforce Housing on Mills Street

Summary of Next Steps

- Form the Greenbush-Vilas Partnership.
- Adopt the Revitalization Strategy.
- Work with hospitals and University to create incentives for employees to live in Greenbush and Vilas.
- Begin pre-development on Mills Street.
- Establish a TID District.
- Further discussions with City on Green Streets Concept.
- Propose zoning map changes.
- Organize a local home tour.
- Reinforce sustainable and green-building practices.

Revitalization Strategy Steering Committee

George Austin, Overture Foundation
 Rosemary Bodolay, Vilas Neighborhood Association
 Craig Brenholt, St Mary's Hospital
 Gary Brown, University of Wisconsin
 Tom Degen, Degen Associates
 Chris Etmanczyk, Property owner
 Laura Gutknecht, Greenbush Neighborhood Association
 Melissa Huggins, Urban Assets
 Judy Karofsky, Beth Israel Center
 Julia Kerr, Alder District 13
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Contact

Information can be found at
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Small scale investments by individual property owners are critical to creating stability. The cumulative effect of multiple small investments will help to redefine the neighborhoods as an affordable, stable, desirable place for small investors, first time homeowners, growing households, and small families.

The primary goal of small investments is to foster stability and balance. Small investments will:

- Create multiple and affordable paths to ownership.
- Support the needs of existing homeowners.
- Maximize the efficiency and productivity of single-family lots.
- Reclaim the existing housing stock.

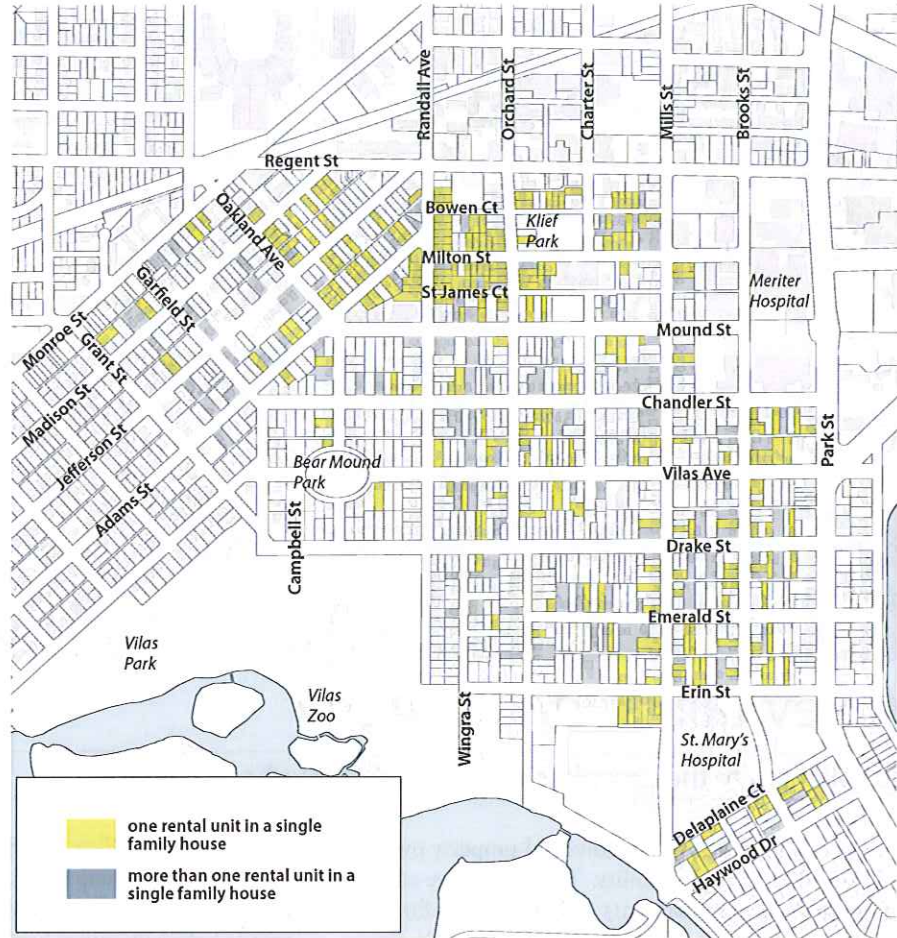
All properties south of Mound in Greenbush and most properties in Vilas are candidates for small investments. The Strategy focuses small investments in these areas to reinforce the residential core of the neighborhoods. With the softening of the rental market south of Mound Street, properties are becoming affordable and available for conversions to ownership.

The cumulative effect of different types of small investments will help redefine Greenbush as an affordable, stable, desirable community. The matrix below identifies how a variety of small scale opportunities can eventually provide a healthy balance of housing choices and result in greater predictability and stability.

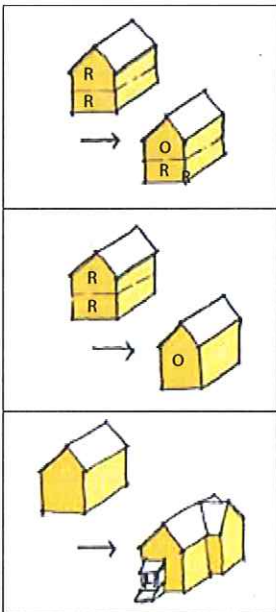
		Goal: Stability and Balance			
		Multiple Paths to Ownership	Support Existing Home-owners	Maximize Efficiency of Single Family Lots	Reclaim Housing Stock
Type of Small Investment	Sale to Owner	X			X
	Reversion	X			X
	Accessory		X	X	
	Improvement		X	X	
	Big Lot Infill	X		X	
	Condominium Conversion	X		X	X

There are about 680 single family structures in various stages of use. Approximately 340 are owner occupied; 340 are rental units, (a single house or as a multi-unit building.) The Strategy focuses on those single family buildings that may easily revert from rental to homeownership. The second part of the Strategy is to target single family buildings that have been further sub-divided as multi-tenant rentals. This approach typically requires a higher purchase price and renovation costs.

Total Structures	+/- 680
Owner occupied	+/- 340
One unit rental	+/- 220
Multi unit rental	+/- 120



Single Family Structures



Sale to Owner

An affordable way to increase ownership and stability is to encourage owner-occupied single family houses. These buildings offer low cost housing and supplemental income for investors with the ability to offer on-site management and maintenance.

Reversion

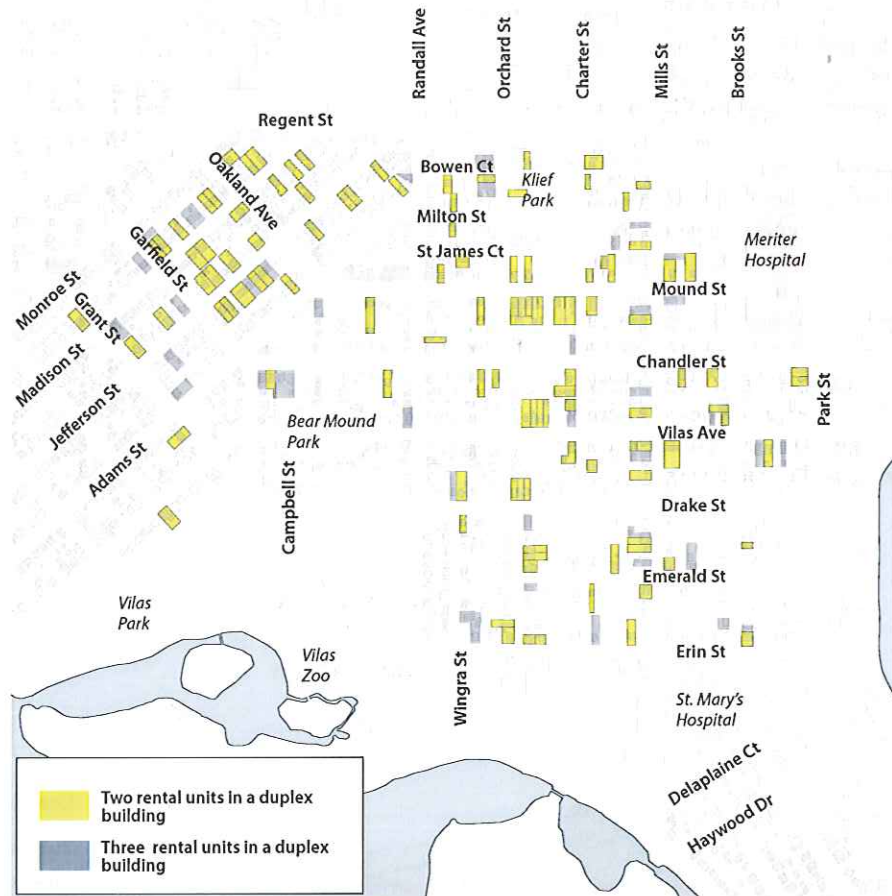
Approximately 120 single family homes have been converted to multi-unit buildings. Purchasing and reverting these homes back to single family homes helps preserve the existing housing stock and offers options for growing families.

Improvements

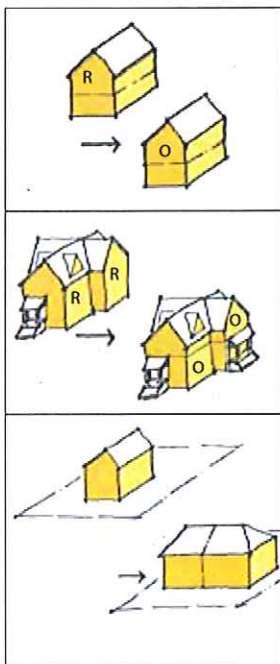
Improvements ranging from a new coat of paint to an addition are examples of small scale investments. The cumulative effect of several such homeowner improvements such as doors, windows, and insulation will help stabilize the neighborhood.

Approximately 130 structures were built as duplex units; 10 are currently owner occupied. Encouraging more homeownership with the remaining duplexes is key to the Strategy. Approximately 80 are rental in their original two-unit configuration; these are excellent opportunities to accommodate more ownership housing and provide affordable rental units in the neighborhood. About 50 have been converted into multi-tenant rentals. These will require a greater investment with higher purchase prices and renovation costs.

Total Structures	+/- 130
Owner occupied	+/- 10
Two unit rental	+/- 80
Three unit rental	+/- 50



Duplex Structures



Sale to Owner

An affordable way to increase ownership and stability in Greenbush is to encourage owner-occupied duplexes and triplexes. These buildings offer low cost housing and supplemental income for investors with the ability to offer on-site management and maintenance.

Condominium Conversion

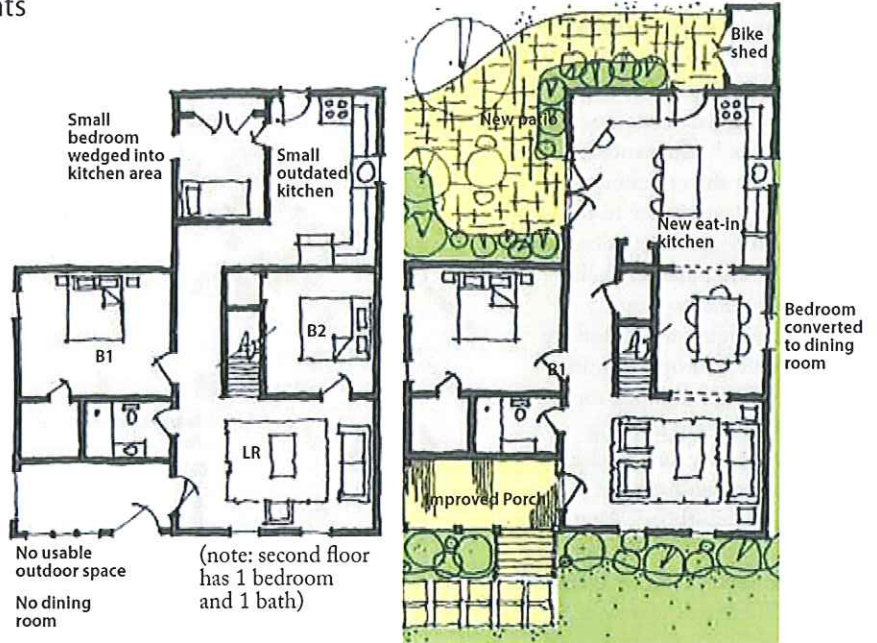
Condominium conversions offer an option for affordable homeownership to single adults or couples. High quality apartments and larger houses are likely candidates to convert to condominium.

Big Lot Infill

In Greenbush and Vilas there are several large lots that may benefit from small scale redevelopments. Large lots can be subdivided into two separate lots with small cottages duplexes or townhouses. These new homes should be designed with respect the prevailing neighborhood patterns of front yards, porches, and driveway locations.

**Development Option:
Sale to Owner With Improvements**

The single-family house is the basic increment of neighborhood investment opportunity. Many of these sales will happen as new homeowners respond to single-family houses that need minimal improvements to revert into a single-family unit. This example shown is a house that was for sale but needed some improvements to accommodate a new family. The minimum improvements shown include a new kitchen, converted dining room, and improved living room and outdoor spaces.



Existing First Floor Plan

Proposed First Floor Plan



Existing



Proposed

Development Data

Purchase Price	\$ 199 K
Improvements	
Updated Kitchen	+/- 20 K
Improved Outdoor Spaces	+/- 10 K
Bedroom converted to Dining	+/- 10 K
Down payment Assistance	(10 K)
TID Funds	(10 K)
Total to Finance	\$ 219 K

Summary of Next Steps

- Identifying Opportunities for Single Family and Duplex
- Marketing campaign
- Homebuyers Assistance program
- Nonprofit Programs
- Tax Increment Finance District
- City permit process "day" in the neighborhood

Tool Box Resources

- Existing Programs**
- Energy Upgrade Assistance Funding
 - WHEEDA
 - American Dream Down payment Initiative
 - Home Buy Program
 - Deferred Loan Payment program

- Proposed Programs**
- Employee Down Payment Assistance
 - Small Cap TIF
 - Tool Sharing
 - Technical and Permitting Assistance
 - Pre-arrangements with banks

Contact

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Preserve existing housing stock

Much of the housing in Greenbush-Vilas is high in quality, contributes to the valued neighborhood character, and should be preserved. However, some is in disrepair and may be too expensive to rehabilitate. Replacing some sub-par housing with carefully sited new investments will increase confidence in the neighborhood's future stability, and therefore offer an incentive for investment in other existing homes.

Diversify housing types

Single-family homes and duplexes are the predominant housing type in Greenbush-Vilas. But because of the community's proximity to downtown, the University, and Meriter and St. Mary's Hospitals, demand for different kinds of housing is a consistent and often unmet need. Many young or single employees, as well as older residents and empty-nesters, would like to own a home but are looking for a smaller, more affordable option that currently does not exist. Medium-scale investments provide another option to address the variety of market opportunities.

Offer niche communities

Greenbush-Vilas includes two cohousing developments. Both are medium investments that address particular segments of the market. There could be more of these kinds of developments, both in program, like cohousing, and in geographic arrangement, such as housing clusters.

Transition from large to small

Greenbush-Vilas edges are neighborhood shopping streets with larger buildings, while the neighborhood interiors include quieter streets with small homes. Medium-scale investments can help manage the transition between larger, more intense development along corridors and single-family homes in the core.

Provide small scale green spaces

Greenbush-Vilas is home to many valuable public green spaces. Because of the site size and building scale, medium investments can incorporate new green spaces into development projects in the form of courtyards and common greens in cluster housing.

Redevelopment and Klief Park

Klief Park represents a significant public realm amenity that can enhance the community and the real estate values of the neighborhood. A highly used space by St. James School, the park can also play a central role in supporting additional living options fronting the green space. Medium-scale options include “end-grain” multi-unit buildings, townhouse types and potential senior living opportunities. A suggested redevelopment pattern based on well-defined building types addresses the range of housing market and thus provides greater predictability.



Detached Buildings



Cottages



Single Family



Duplex

Attached Buildings



Apartment/Condo



Townhouses



Mews

Green Space



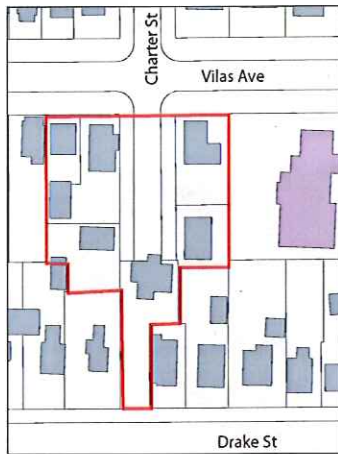
Pocket Park



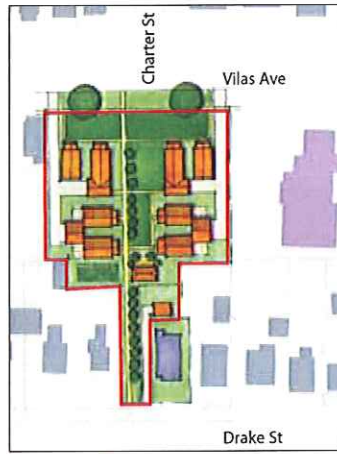
Green Street

Development Option: Courtyard Cluster

The courtyard cluster option illustrates another homeownership model that replaces six rental units with eight smaller detached houses “clustered” around a common green space. The courtyard cluster is based on the Third Street Cottages in Langley, Washington. The model provides a “small living” or entry-level price point and contributes additional open space to the neighborhood.



Existing



Proposed Option



Case Study : Cottage Cluster

Third Street Cottages (Langley, WA)
The Cottage Company & Ross Chapin Architects

Land Area: 0.7 acres

Units: 8 detached cottages (11 units/acre).

Unit Size: 650-900 SF.

Parking: 1.5 detached, open parking spaces per unit.

Ownership: Condominium.



**Development Option:
Senior Housing**

St. James Church and School are important community assets and pillars of the community. The Church anchors Charter Street, and is adjacent to Klief Park.

The Church parking lot, Charter Street, and St. James Court can be redesigned and redeveloped to accommodate new housing, a ceremonial entrance plaza, improved parking, and a green space for school children. Investments at this location would help develop Charter Street as one of the most unique streets in the city. The development concept includes an extension of Milton Court that would provide additional access and parking.

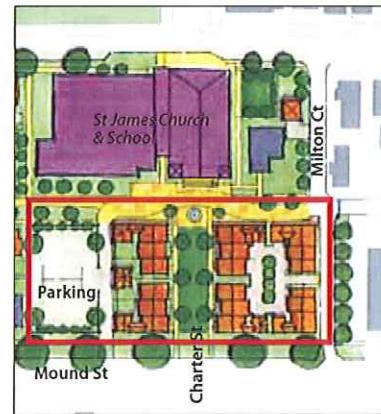


Development Summary

- Land Area:** 1.12 acres
- Units:** 22 townhouses
- Parking:** 90 parking spaces for church and school
- Features:** entry/drop-off plaza, shared green space



Existing



Proposed Option

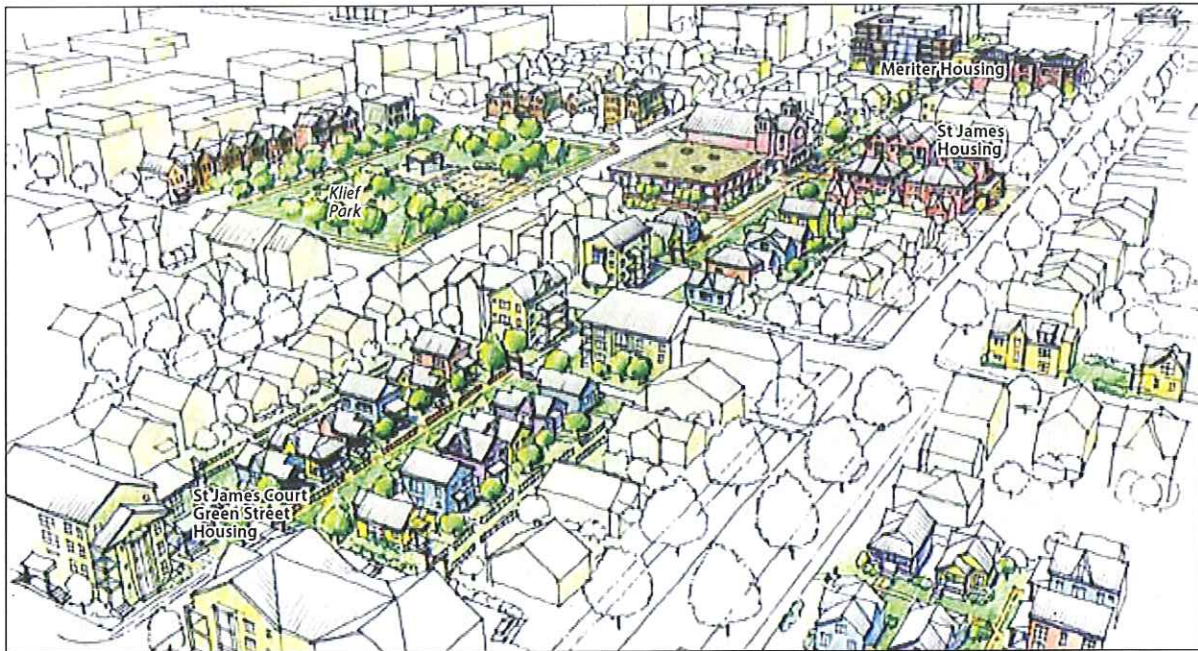
Summary of Next Steps

- Support Klief Park improvements.
- Communicate redevelopment strategies to local developers.
- Facilitate discussions with landlords about strategy.
- Continue discussions with St. James Church and School about future plans.

Contact

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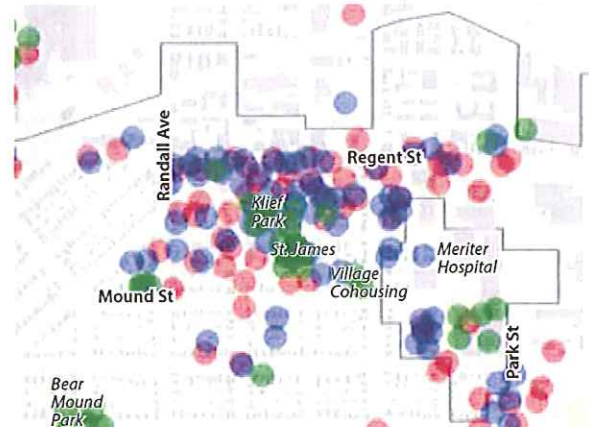
Spring 2010

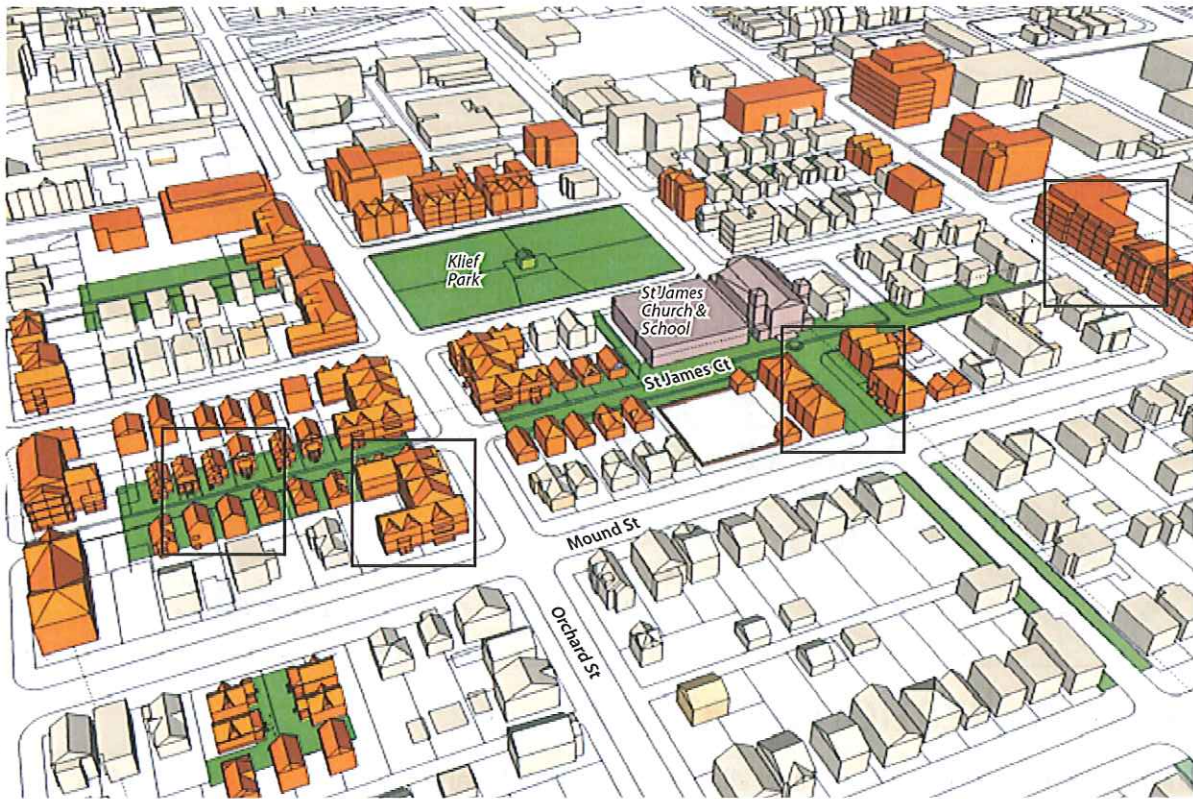
The third approach to the Revitalization Strategy addresses the opportunities with larger-scale development. This complements the small and medium scale investments so that a full range of housing options can be realized. Obviously, larger-scale buildings and mixed-use land use is guided for the corridors, like Monroe, Regent, and Park, that are adjacent to the neighborhoods. This approach carefully considers the smaller-scale character of the core residential areas while identifying strategic locations for larger-scale buildings. Two cohousing cooperatives (Arboretum and Village) that are located in the neighborhood provide good models for scale, use, and methods of implementation.

Larger-scale investments include multi-family, multi-story residential buildings that address rental and for-sale living options as well as non-residential uses such as religious, community, and educational spaces. The Beth Israel Center site and the Meriter site on Mills Street are two examples that might accommodate appropriate larger-scale investments. Senior housing is another market segment that may be addressed by larger-scale buildings. The St. James School & Church parking lot and available adjacent properties might be a very good location to develop senior-supportive housing and provide equal or additional parking supply.

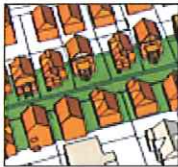
Large-scale investments require more land area, more parking spaces (generally), and cost more to fund and implement. Because of this, larger development will need more time to be reviewed, approved, and constructed. They are identified and discussed here so the neighborhoods understand the dynamics of larger-scale investments and can be informed during the initial implementation phase.

Public meeting results below show what the community identified as strengths (green), weaknesses (red), and opportunities (blue). Klief Park and St. James Church and School stand out as strengths surrounded by a high concentration of weaknesses and opportunities.





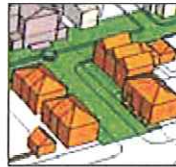
Redevelopment Options (North of Mound)



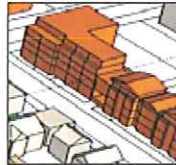
Green Streets
accommodate detached "cottages."



Attached housing
provides rental and for sale options.



Senior housing relates to St. James and can provide another range of opportunities.



Workforce housing on Mills Street can provide new employer-supported living options.

Case Study: Pedestrian Green Street

Milwaukee Avenue Historic District (Minneapolis, MN)

Seward West Committee

In 1970, the Minneapolis Housing Authority planned a major urban renewal project. After neighbors wrote an alternative plan, only eleven houses on Milwaukee Avenue were demolished and replaced with newly built historic replicas. The rest were preserved and rehabilitated. The narrow street was converted to a pedestrian mall that includes a pocket park and tot lot. A non-profit home owners association manages common areas.



**Development Option:
St. James Court**

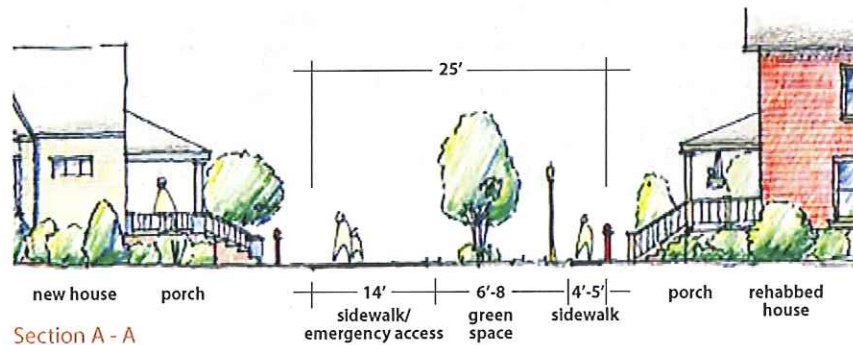
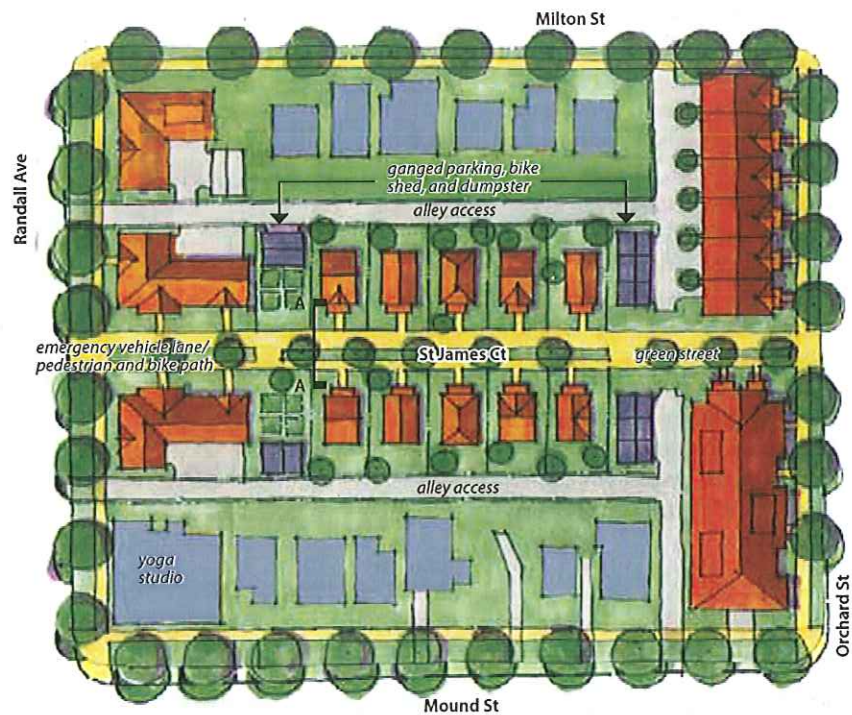
What is a Green Street?

In Greenbush-Vilas, green streets are pedestrian and bicycle-only streets lined with rehabbed homes and new appropriately scaled single-family houses. They offer greener living opportunities as well: smaller homes with smaller footprints, tightly grouped housing in exchange for shared community spaces for cars, garbage, and pocket parks, and a place designed for walkability and community-oriented living.

Why Green Streets in Greenbush-Vilas?

The narrow court streets of St. James and Bowen are ideal green street candidates. Why? 1) The court streets are narrow, human-scaled streets already, 2) they are in an area of Greenbush that needs a transformative change to encourage a diversity of housing options and residents, and 3) their presence reinforces the narrow street and tight frontage conditions that are part of the valued Greenbush-Vilas character.

This view from a new St. James Court looking east toward St. James Church and new Meriter housing project shows how the street might look and feel. The individual houses have porches that enliven the area, children have a safe place to play, and neighbors have a common space to walk, gather, and interact.

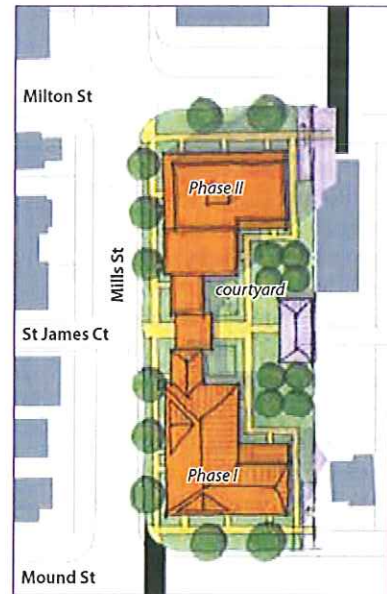


Development Option: Workforce Housing

The Meriter Housing initiative is an immediate opportunity to create much needed affordable housing for the area's workforce. The property is owned by Meriter Hospital and is designated in the recently adopted Meriter Master Plan as a housing site. Most important, this project can establish developer and neighborhood confidence in Greenbush-Vilas for projects other than student housing. Because of its location at the east end of St. James Court, the project will anchor the east end of the St. James Court Green Street.



Existing



Proposed



East Elevation

Summary of Next Steps

- Move forward with Green Streets initiative with the City.
- Begin program definition for Mills Street workforce housing.
- Identify property owner north of Mound Street interested in redevelopment options.
- Begin program definition for St. James School site development option.
- Initial program discussion with Beth Israel Center.

Development Summary

Phase I

Land Area: 0.4 acres

Units: 40 units in 4 stories

6 townhouse units (1300 SF each)

34 condominium units (800-1100 SF each)

Parking: 32 spaces below ground

Phase II

Land Area: 0.4 acres

Units: 48 units in 5 stories

6 townhouse units (1300 SF each)

42 apartment units (800-1100 SF each)

Parking: 44 parking spaces below ground

Contact

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The Greenbush-Vilas Revitalization Strategy is intended to effect change by:

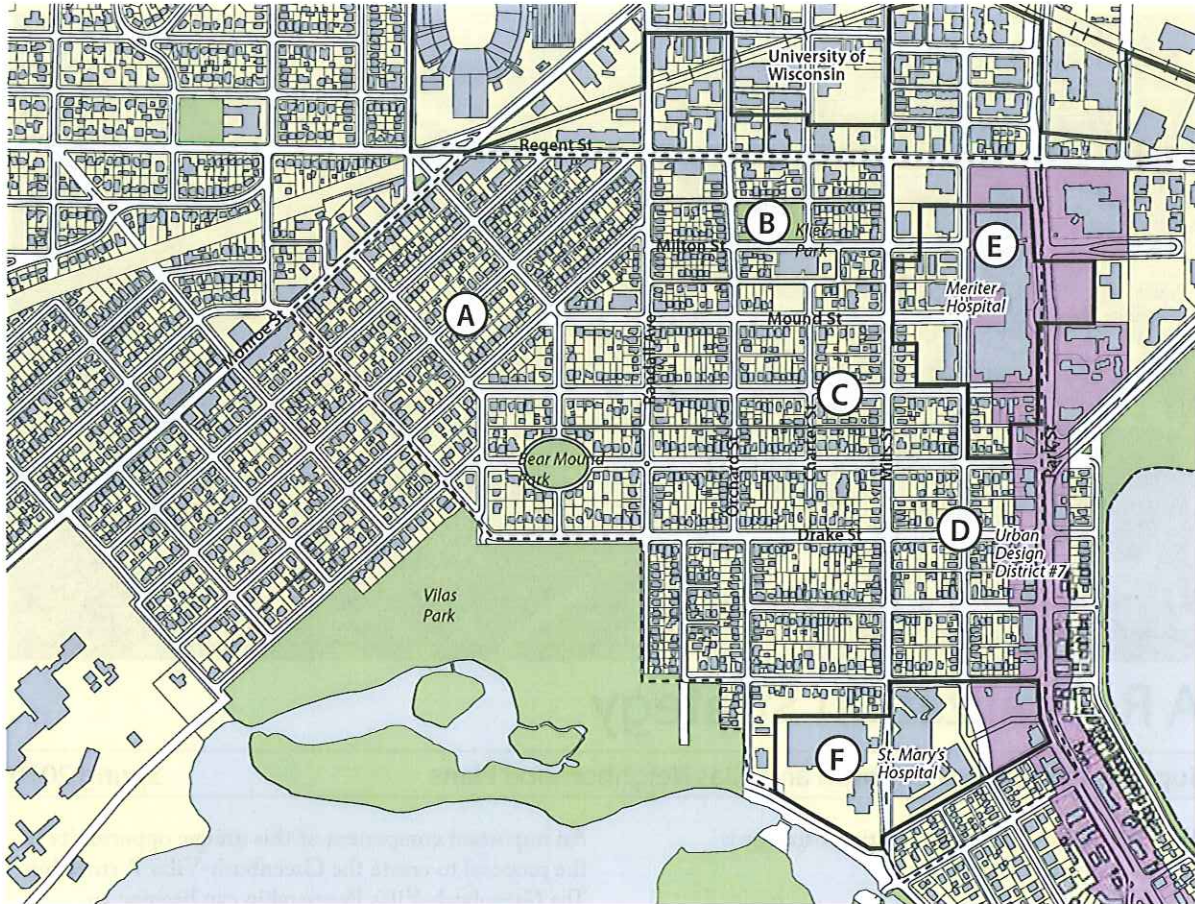
- Articulating a consensus vision for the future.
- Coordinating the decision-making process of multiple bodies.
- Shaping public policy.
- Attracting investment from a range of investors.

With or without planning, cities and neighborhoods change. Greenbush and Vilas have experienced a number of changes over the past few decades. With the current collaboration between the neighborhoods, the City, and surrounding institutions, unique circumstances have placed Greenbush and Vilas at the threshold of yet another transformation. With continued strategic planning, this transformation promises to launch the neighborhoods into a future where the best qualities of urban living are available to all residents and investors.

An important component of this unique opportunity is the proposal to create the Greenbush-Vilas Partnership. The Greenbush-Vilas Partnership can become an innovative and progressive organization that combines the best qualities of a public-private partnership with the best qualities of a Community Development Corporation (CDC). The Partnership will provide the necessary leadership and operational capacity to coordinate activities, raise funds, attract investments, and overcome hurdles.

The Partnership will be charged with unifying public policy around a common vision for the area and mobilizing public and private investment to implement this vision.

Establishing this Partnership is the first critical action necessary to realizing the vision of this Strategy. While the Partnership is being formed, there is important work to do to keep momentum moving forward. This work will rely on the dedicated volunteer work of the established Steering Committee.



Summary of Implementation Strategy

- | | |
|---|---|
| <p>(A) Maintain, protect, and preserve the established housing stock. Respond to the Monroe Street Commercial District Plan.</p> | <ul style="list-style-type: none"> • Neighborhood Conservation Overlay • Beth Israel Center site |
| <p>(B) Focus on redevelopment North of Mound Street that reinforces public realm assets such as Klief Park. Respond to the Regent Street – South Campus Neighborhood Plan.</p> | <ul style="list-style-type: none"> • Incremental redevelopment around Klief Park • St. James and Bowen Court Green Streets • Court Street Cottages – small single family increment • St. James Church & School site |
| <p>(C) Encourage and support owner-occupied opportunities by facilitating single family and duplex reversions.</p> | <ul style="list-style-type: none"> • Neighborhood Conservation Overlay • Courtyard Cluster Housing |
| <p>(D) Anticipate incremental redevelopment and reinvestment to accommodate new residential and mixed-use development.</p> | <ul style="list-style-type: none"> • Park Street Urban Design District (UDD #7) and Park Street Urban Design Corridor Guidelines |
| <p>(E) Recognize and respond to the Meriter Hospital Master Plan.</p> | <ul style="list-style-type: none"> • Master Plan investment and development • Mills Street workforce housing |
| <p>(F) Recognize and respond to the St. Mary's Hospital Master Plan.</p> | <ul style="list-style-type: none"> • Master Plan investment and development |

Immediate Next Steps

- Form the Greenbush-Vilas Partnership. Recruit a Board of Directors, draft by-laws, and establish an Advisory Board.

Immediate Next Steps, prior to the formation of the Greenbush-Vilas Partnership, to be undertaken by the existing Steering Committee.

- Work with the City Planning Division to adopt this Strategy to make it official City policy.
- Work with the Hospitals and the University to create employee down payment assistance programs that encourage and incent employees to live in Greenbush or Vilas.
- Begin pre-development of Meriter Housing on Mills Street.
- Work with the City to assess the potential of a TID District encompassing the entire study area as well as the adjacent Regent Street and Park Street corridors.
- Begin discussions with the City (Planning, Fire, Public Works) about the feasibility of creating “Green Streets” as conceptually described in the Strategy.
- Work with the Planning Division and Zoning Staff to rezone Greenbush and Vilas in a manner consistent with this Strategy.

Policy

- Adopt the Strategy.
- Propose zoning map changes per the proposed new Zoning Code currently under review. Pay close attention to the categories required to achieve densities and patterns proposed north of Mound Street.
- Review the demolition process. Seek means by which redevelopment of single family properties into high quality single family homes or duplexes does not rely on the current demolition permit process.
- Consider the creation of a Neighborhood Conservation District for Vilas. Neighborhood Conservation Districts are designed to preserve the general character of an area, not its historic fabric. Neighborhood Conservation Districts are an effective way of preserving unique residential character and emphasizing a neighborhood’s cultural attributes.
- Consider the creation of Neighborhood Improvement Districts.

Infrastructure

- Advance discussions on Green Streets. Work with the City (Panning, Fire, Public Works) and all utility providers to develop a mutually beneficial approach to creating the Green Streets as conceptually described in this Strategy.
- Advance discussions on significant improvements to Klief Park. An important premise of this Strategy is that an improved public realm is necessary to incent new development. Development around Klief Park will be substantially more dense than today, thereby requiring significant park redesign and upgrades. Investors interested in developing higher quality and higher density housing around the park will likely require park improvements.

Development and Finance

- Develop Workforce Housing on Meriter’s Mills Street site.
- Continue discussions with St. James Church about future change and development.
- Offer Option to Buy Program to homeowners who, in the upcoming five years, may be downsizing and looking to sell their houses. In order to reduce the possibility that the ownership property is sold to an absentee investor, the Option to Buy Program is “right of first refusal,” purchased from the homeowner, by the Partnership.
- Create an Investment Fund. Recruit corporate and institutional investors to help seed initial projects (acquisition, gap financing) to be paid back through tax increment.
- Create programs to assist owner-occupied duplex. Potential homeowners will likely require underwriting assistance or rent guarantees from Partnership in order to finance purchase of duplex.
- Use neighborhood-funded Revolving Loan Funds to for housing rehab for existing homeowners.

The Greenbush-Vilas Partnership

The Advisory Board will be responsible for providing professional input to the operations of the organization. The advisory board will be comprised of representatives from the neighborhoods, city leaders, and area stakeholders. The board will meet on a quarterly basis.

The Partnership will establish, administer, and monitor a variety of programs and policies designed to implement the Strategy. They will seek partners to implement small, medium, and large scale projects.

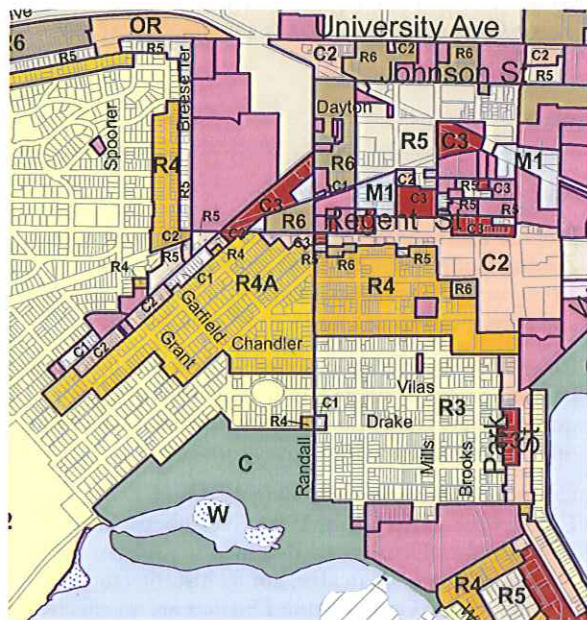
Implementation of the Strategy will require involvement from investors at all levels. Continued commitment from existing homeowners and is equally critical to that of new residents and large institutions and developers.



Zoning Recommendations

The core of the study area is comprised of zoning districts R3, R4, R4A and R5/6. With the adoption of the City’s new zoning ordinance., these districts are proposed to be classified as Traditional Residential-Varied 1 & 2 (TR-V1/V2), Traditional Residential-Consistent 3 (TR-C3); and Traditional Residential-Urban 1 & 2 (TR-U1/U2). Medium- and large-scale recommendations may be accommodated by the TR-V and TR-C districts. In some cases, higher-density multi-family units may require a TR-U district to accommodate the required height and density. Projects such as the “end-caps” to the green streets could include up to 24 units/acre, or accommodating more intensity around Klief Park, or the 4-5 stories for a condo/rental/townhouse building on the Meriter site may need to consider a TR-U district.

Other zoning considerations should address the potential to allow more mixed-use residential buildings on Monroe, Regent, and Park Streets (consistent with the plans and policies that have been approved. In the R4A areas of Vilas and the R3 areas of Greenbush it may be advantageous to apply a Neighborhood Conservation Overlay.



Existing Zoning Districts

Contact

Information can be found at www.cityofmadison.com/neighborhoods/contact.htm
<http://greenbushvilasnow.org>

Vilas Neighborhood Association
 Greenbush Neighborhood Association



City of Madison

Legislative File Number 19055 (version 1)

Title

Adopting the *Greenbush-Vilas Neighborhood Housing Revitalization Strategy Report* as a supplement to the Greenbush Neighborhood Plan.

Body

WHEREAS, the City of Madison's Comprehensive Plan adopted January 17, 2006 (Substitute Ordinance No. 02207) recommends the adoption of neighborhood plans for established residential neighborhoods within the City; and

WHEREAS, the Greenbush Neighborhood Plan was adopted by the Madison Common Council on July 1, 2008 (Leg ID 10480, RES-08-00705); and

WHEREAS, the Greenbush and Vilas Neighborhood Associations jointly applied and received a \$25,000 Neighborhood Planning Grant in 2008 for the purposes of developing a detailed housing revitalization strategy for the area roughly bounded by Regent Street on the north, South Park Street on the east, Haywood Drive, Drake Street, and Grant Street on the south, and Jefferson Street on the west (see Map 1); and

WHEREAS, the Greenbush and Vilas Neighborhoods formed a Revitalization Strategy Steering Committee with representatives from the respective neighborhood associations, rental property owners, St. Mary's and Meriter Hospitals, University of Wisconsin-Madison, Realtors Association of South Central Wisconsin, Madison Gas & Electric, and other stakeholders from the immediate area; and

WHEREAS, the Greenbush and Vilas Neighborhood Associations, in conjunction with a Revitalization Strategy Steering Committee, hired the Cuningham Group, to assist them in preparing a housing revitalization strategy; and

WHEREAS, the Revitalization Strategy Steering Committee oversaw a public participation process which included three large-scale public workshops; and

WHEREAS, the Revitalization Strategy Steering Committee met with city staff four times during the process to discuss neighborhood issues and housing strategy recommendations; and

WHEREAS, the *Greenbush-Vilas Neighborhood Housing Revitalization Strategy Report* focused on strategies to: 1) increase the affordability and desirability for University and hospital employees, graduate students, and young families; 2) introduce a range of housing options that allow residents to live responsibly and simply; and 3) enhance the qualities that make the neighborhoods unique; and

WHEREAS, the *Greenbush-Vilas Neighborhood Housing Revitalization Strategy Report* identifies strategies for small-scale investment by property-owners and medium-to-large-scale investments to increase homeownership and a range of housing options in this built-up

neighborhood; and

WHEREAS, it is envisioned that a Greenbush-Vilas Partnership, a consortium of public and private entities, will be created by the Greenbush and Vilas Neighborhoods to provide the leadership and operational capacity to coordinate activities, raise funds, and attract investments during the course of implementing the housing strategy; and

WHEREAS, the *Greenbush-Vilas Neighborhood Housing Revitalization Strategy Report* is consistent with the Greenbush Neighborhood Plan and Regent Street-South Campus Neighborhood Plan with exception to greater land use detail or land use changes which should take prescient over earlier adopted plans: and

- In the area roughly bounded by St. James Court, South Mills Street, Mound Street, and South Randall Avenue, amend the City of Madison Comprehensive Master Plan from LDR (Low Density Residential) to MDR (Medium Density Residential) with a maximum density of 25 dwelling units per acre (see Map 2);
- In the area bounded roughly by Bowen Court, South Mills Street, Mound Street, and South Randall Avenue existing and new, infill single-family or multi-unit housing structures should be oriented toward a non-vehicular, green space (a.k.a. green street) with emergency and service access to residential structures from rear alley or from unobstructed front yard green space (see *Greenbush-Vilas Neighborhood Housing Revitalization Strategy Report, Part III: Medium-Scale Investments*);
- In the area of the existing St. James church parking lot located on the north side of Mound Street between Milton Court and South Orchard Street, redesign and redevelop the parking lot to accommodate new housing, a ceremonial entrance plaza, improved parking and a green space for school children (See *Greenbush-Vilas Neighborhood Housing Revitalization Strategy Report, Part IV: Large-Scale Investments*);
- On the 400 block of South Charter Street, create a courtyard cluster concept with infill detached houses that are oriented around a common green space with shared parking (See *Greenbush-Vilas Neighborhood Housing Revitalization Strategy Report, Part III: Medium-Scale Investments*);

WHEREAS fire access will need to be integrated into the final street/neighborhood layout at the time when new development is proposed. While codes require 20 ft wide fire lanes (26 ft where buildings exceed 30 ft in height), creative alternatives can be explored to meet the needs of public safety, fire ground operations and still accommodate the look and feel intended to be achieved by this neighborhood plan; and

WHEREAS, Meriter Health Services has taken a leadership role in the revitalization of the neighborhood by creating the *Healthy Neighborhood Initiative* in partnership with WHEDA and Commonwealth Development in which eight \$10,000 loans will be available to Meriter employees to purchase homes in need of repair in a designated area of the Greenbush and Vilas neighborhoods this year; and

WHEREAS, the Plan recommendations have been reviewed by City Department/Agencies and approved by the appropriate City boards and commissions.

NOW THEREFORE BE IT RESOLVED that the Common Council does hereby adopt the *Greenbush-Vilas Neighborhood Housing Revitalization Strategy Report* as a supplement to the

Greenbush Neighborhood Plan.

BE IT FURTHER RESOLVED, that the Planning Division amend the Greenbush Neighborhood Plan to reflect the detailed land use concept and land use changes within the *Greenbush-Vilas Neighborhood Housing Revitalization Strategy Report*.

BE IT FURTHER RESOLVED, that the changes to the Comprehensive Plan's Generalized Future Land Use Plan Map recommended in the *Greenbush-Vilas Neighborhood Housing Revitalization Strategy Report* be considered for adoption during the next annual Comprehensive Plan evaluation and amendment process.

BE IT FURTHER RESOLVED, that prior to the commencement of the annual budget process, the Department of Planning Community & Economic Development will prepare a status report on the implementation of the neighborhood plan recommendations and forward said status report to City agencies for consideration in establishing future agency work plans and budget submittals.

BE IT FURTHER RESOLVED that for those plan recommendations with capital budget implications, the Department of Planning Community & Economic Development will forward this information to the Capital Improvement Review Committee (CIRC) for their consideration as part of annual capital budget review process.

BE IT FURTHER RESOLVED that the appropriate City agencies consider including the recommendations of the *Greenbush-Vilas Neighborhood Housing Revitalization Strategy Report* in future work plans and budgets in accordance with the priorities stated in the plan.




BE IT FINALLY RESOLVED that the appropriate City agencies be requested to consider assigning priority in future work plans to proceed with the implementation of the highest priority projects and activities in the Plan.

Fiscal Note

There is no fiscal impact associated with the adoption of the plan. However, implementing specific recommendations within the plan will have fiscal impacts in the future and will require Common Council approval at that time.

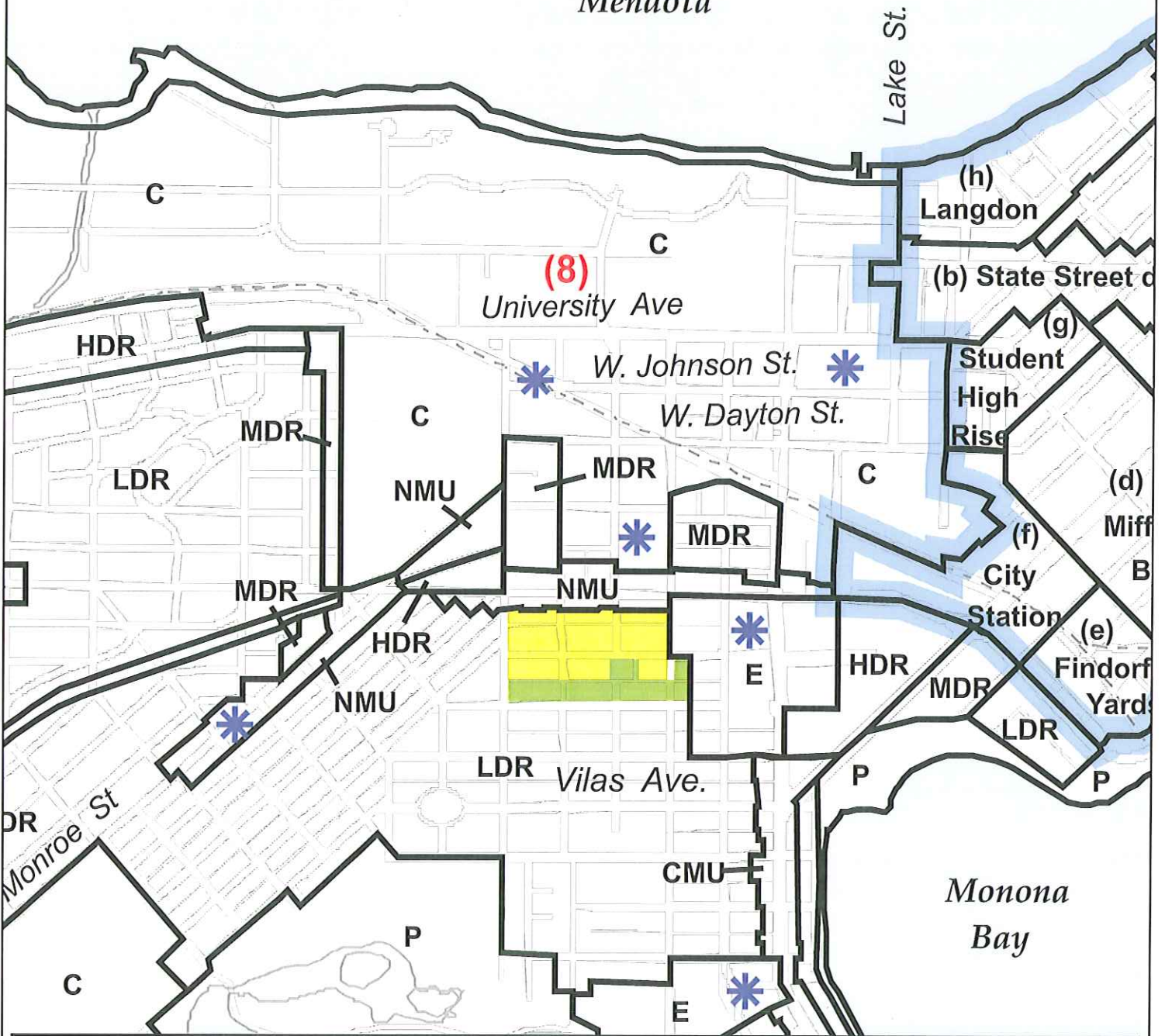
Map 1



-  Study Area
-  Vilas Neighborhood Association
-  Greenbush Neighborhood Association

Map 2

Lake Mendota



Proposed Land Use District Changes

LDR to MDR from Greenbush Plan with a maximum density of 25 dwelling units per acre

LDR to MDR from Greenbush-Vilas Neighborhood Revitalization Housing Strategy Report with a maximum density of 25 dwelling units per acre

Existing Districts

RESIDENTIAL DISTRICTS
 LDR Low Density (0 - 15 units/acre)
 MDR Medium Density (16 - 40 units/acre)
 HDR High Density (41 - 60 units/acre)

MIXED USE DISTRICTS
 NMU Neighborhood Mixed-Use
 CMU Community Mixed-Use
 RMU Regional Mixed-Use

COMMERCIAL/EMPLOYMENT DISTRICTS
 GC General Commercial
 RC Regional Commercial
 E Employment
 I Industrial

OPEN SPACE - AGRICULTURE DISTRICTS
 P Park and Open Space
 A Agriculture/Rural Uses

SPECIAL OVERLAY DESIGNATIONS
 TOD Transit-Oriented Development
 (Conceptual Locations)
 Traditional Neighborhood Development
 (Conceptual locations, TND may be applied to NPA and residential districts as specified in neighborhood and special area plans.)

SPECIAL DISTRICTS
 SI Special Institutional
 AP Airport
 C Campus
 NPA Neighborhood Planning Area
 (TND Encouraged)