



Department of Planning & Community & Economic Development

Planning Division

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TO: Plan Commission

FROM: Jule Stroick, Planning Division, Planner IV

DATE: December 7, 2015

SUBJECT: ID [39335](#) - Adopting the *University Hill Farms Neighborhood Plan* as a supplement to the *City of Madison's Comprehensive Plan*.

Summary

The Common Council authorized the preparation of a mid-range neighborhood plan and establishment of an ad hoc steering committee to guide the planning process (ID [26897](#) and [29191](#)).

Study Area Boundaries: The planning study area is bounded roughly by University Avenue on the north, Midvale Boulevard on the east, Mineral Point Road on the south, and South Rosa Road and North Whitney Way on the west. The Wisconsin Department of Transportation site, 4802 Sheboygan Avenue, was not included in the planning study area.

Requested Action: Adopt the University Hill Farms Neighborhood Plan as a supplement to the City of Madison Comprehensive Plan.

Planning Process and Public Participation

The University Hill Farms Neighborhood Association applied for a City of Madison Neighborhood Planning Grant to prepare a neighborhood plan. The Madison Common Council approved a grant award to University Hill Farms Neighborhood Association to conduct a neighborhood planning process.

The City of Madison appointed a nine member neighborhood-based steering committee to guide the planning process. The University Hill Farms (UHF) Ad Hoc Steering Committee was comprised of neighborhood homeowners, members of the University Hill Farms Neighborhood Association, a commercial property owner and business representative, and members at-large. The Steering Committee held its first meeting in June 2013 and held three community wide public open houses in September 2013, February 2014, and June 2014 to solicit public input on neighborhood issues, strategies, and plan recommendations.

The City of Madison and the Consultant Team, Urban Assets, LLC and Cuningham Group, Inc. provided professional planning support throughout the planning process. The City-Consultant Team facilitated UHF

Steering Committee meetings and solicited input from residents, the business community, and stakeholders through numerous public outreach efforts.

The planning process included several opportunities for the businesses, residents, and other stakeholders to participate, including three public open houses, a community-wide and area business survey, three focus groups (seniors, businesses, service providers), stakeholder interviews and exit interviews with outgoing renters and homeowners, school principals and employees, and apartment complex owners and managers. A detailed description of the public participation process is outlined on page 7 of the Plan.

At the three public open houses, participants provided unsolicited input on the Wisconsin Department of Transportation site. While the WisDOT site was not officially part of the planning study area, the proposed redevelopment of the 21-acre site remains of interest to residents of the planning area.

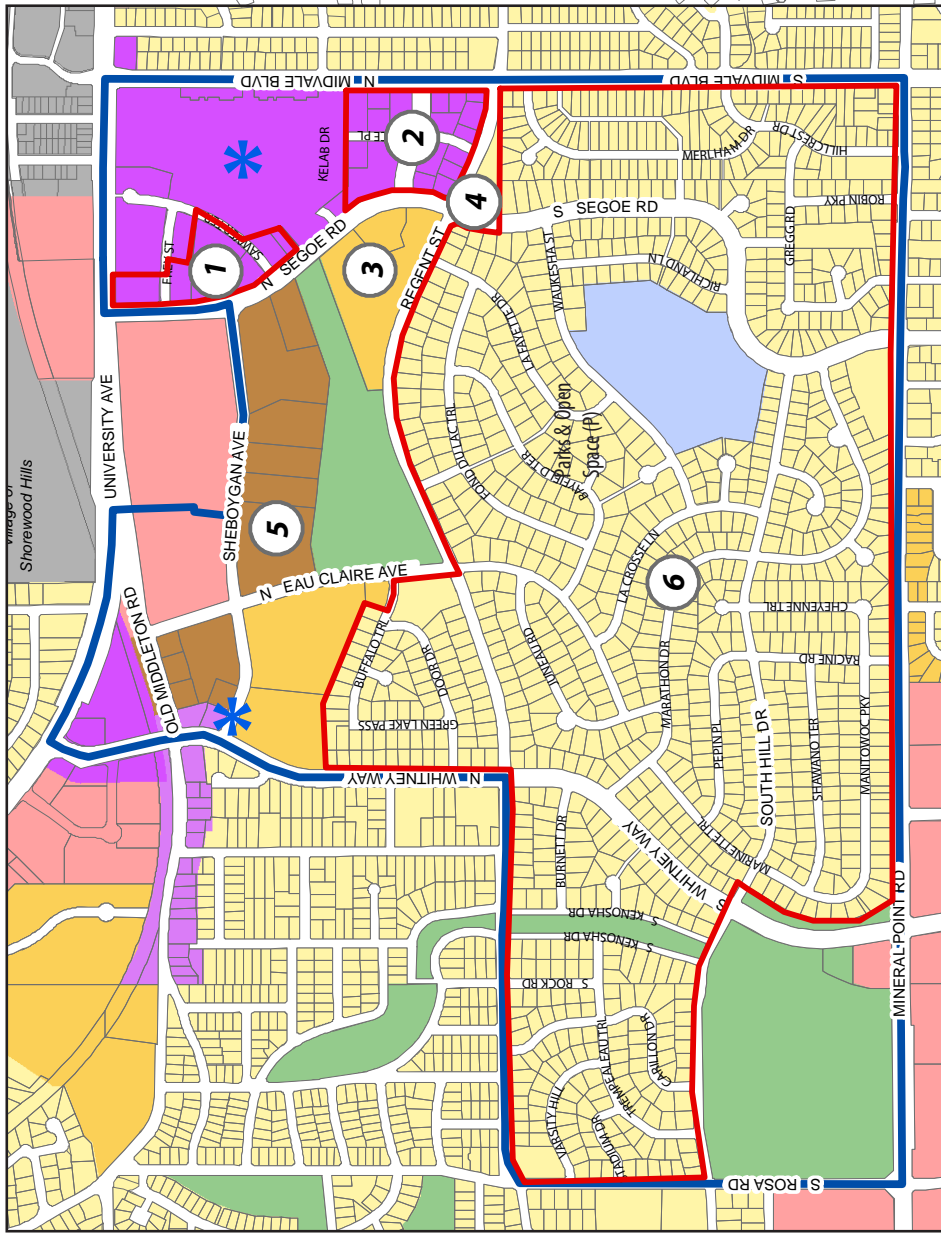
The Interdepartmental Memorandum to the Mayor and Common Council from the University Hill Farms Ad Hoc Steering Committee dated June 10, 2015 summarizes the public input received during the planning process; hopefully the content will be useful to policymakers when the development team approaches the City for redevelopment of the site. (See attachment).

Proposed Comprehensive Plan Land Use Changes

The *University Hill Farms Neighborhood Plan* recommends maintaining the current land use designations shown in the *Comprehensive Plan* in most areas of the neighborhood with exception in the northern portion of the planning study area. The neighborhood plan recommends a higher intensity of uses in the northern portions of the planning area, specifically along N Segoe Road, Sheboygan and University Avenues. These corridors are well-served by transit. In addition, the *Transit Corridor Study* (2013) proposes two Bus Rapid Transit (BRT) stations and a route along Sheboygan Avenue which will serve this part of the planning study area when this system is implemented.

The Future Land Use Map below (also on page 21 in the Plan) identifies potential areas for change, intensity of land uses, and future areas to reserve for civic uses. Taller, compact residential uses which exceed 100+ dwelling units per acre are recommended in specific areas.

Proposed Comprehensive Plan Land Use Changes



1 This designated CMU district, the area in the north-eastern corner flanking N Segoe Road between University Avenue and south of Sawyer Terrace, is recommended for high density residential uses exceeding 100+ units per acre. A senior center at its present location or at the corner of N Segoe Road and Sawyer Terrace is recommended. It is recommended to incorporate the post office into a new development or other appropriate location within HilldaleShopping Center, WIDOT site, or another easily accessible site nearby.









2 In this designated CMU district, the southern edge is recommended for continued professional office uses, or alternatively, for redevelopment with high-density residential uses not to exceed 50 dwelling units (du)/acre. Housing of mixed income, adequate greenspace, and a strong connection with the shopping center site is recommended.

3 This designated MDR district is recommended for continued medium residential uses in a reduced building site with densities not to exceed 40 du/acre, or alternatively, for all or a portion of the site to be designated as public open space as part of the long term expansion of Rennebohm Park.

4 In this designated LDR district, the current church site is recommended for continued institutional uses, or alternatively, adaptive reuse of the building with use(s) compatible to the adjacent residential area.

5 This designated HDR district is recommended for high density residential uses exceeding 100+ units per acre. Creation of an internal street pattern to divide the area into four city blocks is recommended (see pg. 45). Recommend taller buildings on Sheboygan Avenue with gradual step down to Rennebohm Park edge. A speed-controlled privately-owned parkway or green street running parallel along the southern property line can provide a secondary ingress/egress to N Segoe Road and N Eau Claire Avenue.

Legend

	Low Density Residential 0-15 units/acre (LDR)		Neighborhood Mixed-Use (NMU)		Special Institutional (I)
	Medium Density Residential 16-40 units/acre (MDR)		Community Mixed-Use (CMU)		Parks & Open Space (P)
	High Density Residential 41 units+/acre (HDR)		Employment (E)		

* Transit-Oriented Development

6 This designated LDR district is recommended for continued low density residential uses of 0-8 du/acre.

Related Reviews and Actions

The *University Hill Farms Plan* was formally referred to eight City Boards/Commissions/Committees. Table 1 below summarizes actions taken by each referral body. Specific recommendations from referral bodies and staff responses to these recommendations can be found in Table 2, starting on Page 4 of this report.

Table 1: General Recommendations from Referral Bodies

Governmental Body	Final Action (2015)	Action Summary
Common Council	July 21	<i>INTRODUCTION ONLY</i>
Urban Design Commission	September 2	APPROVED
Board of Public Works	September 2	APPROVED
Board of Park Commissioners	September 2	APPROVED
Board of Estimates	September 8	APPROVED
Transit and Parking Commission	October 14	APPROVED
Community Gardens Committee (CGC)	October 27	APPROVED with recommended changes
Ped/Bike/Motor Vehicle Commission (PBMVC)	November 24	APPROVED with recommended changes

Planning Division staff has carefully reviewed the draft University Hill Farms Neighborhood Plan, related comments received, and recommendations made by reviewing boards, committees, and commissions. The recommendations made by reviewing boards, committees, and commissions are listed below in the order they appear within the Plan, along with staff recommendations to the Plan Commission for each.

Table 2: Specific Recommendations from Referral Bodies and Staff Response

Rec.	Page	Acting Body	Body Recommendation	Planning Division Recommendation
1	35	PBMVC	Under Sheboygan Avenue Recommendations, Sheboygan Street Crossing Section (graphic), working with Traffic Engineering staff improve the cross-sections for Sheboygan Avenue shown (on page 35) in the Plan, including car and bike lane widths.	SUPPORT. Change the street dimension widths (graphic) to reflect 8' sidewalks, 6' bicycle lane, and 11' travel lane or other combination deemed appropriate by Traffic Engineering.
2	41	CGC	Under Vernon Price Recommendations, First Bullet Point, change the plan recommendation to read as follows: Vernon Boulevard converted to linear open green community garden space.	SUPPORT in Part. The redevelopment of properties along Vernon Boulevard will occur in the future. Planning staff recommends a more flexible recommendation which would allow civic uses, which could include community gardens, to be considered. City staff recommends the following rewording: <u>Vernon Boulevard converted to linear open green space, which could be used as community garden space, farmer's market, or other civic use.</u>

Rec.	Page	Acting Body	Body Recommendation	Planning Division Recommendation
3	43	Community Gardens Committee (CGC)	Under Karen Arms Site Recommendations, Second Bullet Point, change the plan recommendation to read as follows: Additional park space <u>including usable area for community gardens.</u>	SUPPORT in Part. Planning staff recommends the following wording: Additional park space <u>including potential</u> usable area for community gardens.
4	49	PBMVC	Under Transportation Recommendations, Pedestrian and Bicycle Improvement section, add a bullet point to read as follows: <u>Improve the through transportation for biking, including biking on the major streets.</u>	SUPPORT. PBMVC requested to have the neighborhood plan address regional bicycle improvements for Midvale, Mineral Point, and University Avenue. Future corridor plans will address pedestrian and bicycle improvements for the length of the corridor to ensure consistency between Plans.
5	49	PBMVC	Under Transportation Recommendations, Pedestrian and Bicycle Improvement section, add a bullet point to read as follows: <u>Have a street-to-path crossing for bikes at N Whitney Way over to the bike path on the north side of University Avenue, rather than having bikes go through the intersection as pedestrians, by pushing the pedestrian button.</u>	SUPPORT. This plan recommendation will improve bicyclist from switching from street, to sidewalk crossing, to the bike path.
6	55	PBMVC	Under Natural and Agricultural Resources, Community Gardens Recommendations, Add new bullet point to read as follow: <u>Support relocating the Sheboygan Avenue Community Garden as close as possible to current gardeners to limit the transportation challenges they would face.</u>	SUPPORT.
7	55	CGC	Under Natural and Agricultural Resources, Community Garden Recommendations, Second Bullet Point, change the plan recommendation to read as follows: Identify potential additional locations for community gardens; <u>in Garner and Rennebohm Parks, the Vernon Boulevard median, and explore other locations on public lands in the planning area.</u>	SUPPORT in Part. Planning staff recommends the following wording: <u>Identify and determine the feasibility to locate community gardens in Garner and Rennebohm Parks, the Vernon Boulevard median. Explore other locations on public or private lands in or near the planning area for long term or permanent gardening opportunities.</u>

Rec.	Page	Acting Body	Body Recommendation	Planning Division Recommendation
8	57	CGC	Under Garner Park Recommendations, Second Bullet Point, change the ranked priority of the listing by switching "3"-Continue prairie restoration with removal of invasive shrubs/trees and controlled burnings with "8" Identify potential additional locations for community gardens.	DO NOT SUPPORT. The list of park improvements for consideration is not in ranked order of priority. Change the text in the Plan to read as follows: As part of the Garner Park Master Plan, consider the following while reviewing the Garner Park Master Plan: <u>(not in ranked order):</u> .
9	57	CGC	Under Garner Park Recommendations, Second Bullet Point, Number 8, change the plan recommendation to read as follows: Identify potential location for a community garden in Garner Park.	SUPPORT.
10	60	CGC	Under Rennebohm Park Recommendations, add 8 th new bullet point to read as follows: <u>Identify potential additional locations for community gardens in Rennebohm Park.</u>	SUPPORT IN PART. On pg 60, bullet point 3, recommends acquiring and expanding Rennebohm Park to accommodate recreational activities, such as community gardens if feasible. Rennebohm Park is heavily used, provides a variety of recreational amenities, and has limited space for any new uses without change in current uses or expansion of parkland. Planning staff recommends a more flexible recommendation which would allow for a more comprehensive review of the existing Rennebohm Master Plan. Planning staff recommends the following wording: <u>Review current and potential new recreational uses, such as community gardens, as part of a public process. As part of this process, determine possible future uses in the stormwater drainage area located on the eastern end of the Park. Update Rennebohm Park Master Plan.</u>
11	60	CGC	Under Rennebohm Park Recommendations, add 9 th Bullet Point to read as follows: <u>Interim space for Sheboygan Community Garden should be provided for the 2016 and 2017 growing seasons while the potential for permanent space is found on public land within a walkable distance of its current location.</u>	DO NOT SUPPORT. An internal City staff team and district Alder are working on identifying potential locations, cost estimates, and feasibility to meet the 2016 and 2017 timeline. A ½ to 1-acre community garden area could require removing existing recreational functions, removing trees or other vegetation, and/or require major capital improvements to make it feasible. Additional discussions, analysis and public input is necessary.

Rec.	Page	Acting Body	Body Recommendation	Planning Division Recommendation
12	69	PBMVC	Under Priority Recommendations, Safe Biking & Walking to Schools section, correction statement to read as: Locate Conduct a study to determine if a crossing guard at LaCrosse Lane and South Hill Road meets criteria for crossing guard placement".	SUPPORT.

Staff Recommendation

Planning Division staff recommends that the Plan Commission adopt Resolution I.D. 39335 adopting the *University Hill Farms Neighborhood Plan* as a supplement to the *City of Madison Comprehensive Plan* as submitted with the described Planning Division changes in the table above.

The Planning Division recommends that the Plan Commission send the draft University Hill Farms Neighborhood Plan to the Common Council for adoption with recommended changes outlined in this report, as well as necessary revisions to the Plan narrative consistent with these recommendations.

CC: Alder Schmidt, District 10
Alder Clear, District 19
University Hill Farms Ad Hoc Steering Committee