

# University Hill Farms

## Neighborhood Plan



Prepared by Urban Assets, LLC, Cuningham Group,  
and City of Madison Planning Division



Adopted by the Common Council on January 5, 2016,  
File ID No. 39335.



# Acknowledgements



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## University Hill Farms Ad Hoc Steering Committee

Joe Keyes, Chair

Jaclyn Lawton, Co-Chair

David R. Ault

Bradley Campbell

Thomas R. Favour

Christopher P. Klein

Thomas Mooney

Brian W. Ohm

Thanks to Kristina E. Gislason and Jonathan W. Hoffman for serving on the steering committee in its beginning stages.

Thanks to Covenant Presbyterian Church, The Garden Apartments, and Mount Olive Lutheran Church for hosting public events and neighborhood meetings.

## Planning and Design Team

Melissa Huggins, Principal, Urban Assets, LLC

Emma Schumann, Planning Assistant, Urban Assets, LLC

Andrew Dresdner, Urban Designer, Cuningham Group

## City Project Staff Team

Jule Stroick, Project Manager

Christy Bachmann, Engineering

Milena Bernardinello, Planning Division

Donna Collingwood, Planning Division

Dan Dettman, Traffic Engineering (retired)

David Dryer, Traffic Engineering

Marla Eddy, Forestry

Greg Fries, Engineering

Joseph Grande, Water Utility

Ryan Jonely, Planning Division

Scott Langer Traffic Engineering

Tom Maglio, Parks Division

Matt Mikolajewski, Office of Business Resources

Nancy Prusaitis, Planning Administration

Angela Puerta, Planning Division

Rick Roll, Planning Division

Arthur Ross, Traffic Engineering

Kay Rutledge, Parks Division

Amy Scanlon, Planning Division

Tim Sobota, Metro Transit

Matt Tucker, Zoning

Jay Wendt, Planning Division

Karin Wolf, Madison Arts Commission

Peggy Yessa, Office of Business Resources

Paul R Soglin, Mayor

Natalie Erdman, Interim Director, Department of Planning & Community & Economic Development

Katherine Cornwell, Director, Planning Division

Bill Fruhling, Principal Planner, Neighborhood Planning, Preservation and Design Section

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# Executive Summary



The University Hill Farms Ad Hoc Steering Committee was appointed by the Mayor, confirmed by the Common Council, in February 2013. The steering committee's role was to prepare a 10-15 year plan for the study area: roughly University Avenue on the north, N Midvale Boulevard on the east, Mineral Point Road on the south, and Rosa Road and N Whitney Way on the west. As part of the planning process, residents of the study area were invited to participate at several public open houses, through an online community survey, and as part of smaller focus groups. Conversations were initiated with major multifamily, commercial and institutional property-owners, especially in regards to proposed land use changes in strategic focus areas.

The predominantly single-family area lying south of Regent Street is likely to remain as is for decades to come. This mid-century housing area features well-constructed, high quality housing stock in a highly desirable neighborhood. A national historic district was recently established. The area is predicted to turnover in the next ten years: the significantly high percentage of persons over 65 years are likely to move from their homes into other housing options. The plan focuses on preserving the existing residential character, updating housing stock in a historically sensitive manner, and reinvesting in the aging public infrastructure: lighting, parks and open space, stormwater system, streets, and urban canopy to make sure the attractiveness and function of the area remains high.

The greatest land use changes will occur in the northern portion of the planning study. The low intensity of development along University Avenue, Sheboygan Avenue, N Segoe Road, and Old Middleton Road will

bring new opportunities. New employment options, housing choices, and possibly other commercial establishments which are neighborhood serving will come with redevelopment. The areas located south of Hilldale Shopping Center also provide the opportunity for changes in land use and the creation of greater density. Detailed land use concepts for five focus areas project a net increase of 973 residential units and 24,041 square feet of commercial space. Major projects are already underway: renovations to Hilldale Shopping Center, a new market rate 11-story apartment building on N Segoe Road, and development proposals for the 21-acre Wisconsin Department of Transportation (WIDOT) site on Sheboygan Avenue.

Although the plan supports new, higher intensity development, the issue of commuter parking, traffic volume and speed, and targeted improvement to the existing mass transit service to better serve the area is important. Diverting traffic onto University Avenue rather than local or collector streets, particularly N Segoe Road, Sheboygan Avenue or Regent Street, is of significant importance to neighborhood residents. Implementing the bus rapid transit (BRT) system with a Park & Ride Facility is supported.

The naturally occurring affordability of the existing multifamily housing stock could easily transition to higher rental levels with increased desirability to live in the area. Retaining affordability or constructing new affordable rental housing units is an equity issue for this neighborhood: if rental prices shift upwards it further limits the chances to foster an income-diverse area. WHEDA (Wisconsin Housing & Economic Development Authority) has designated the planning study area (between Midvale Boulevard and Whitney Way) as a high needs area for employment and housing

which could provide state funding for future projects, especially targeted toward affordable housing.

Rennebohm Park is situated adjacent to a compact, dense multifamily area in the northern portion of the planning study area. The 20-acre park has a shelter, tennis courts, soccer fields, ice rink, basketball courts, playground, and walking paths, to name a few of the amenities. With the anticipated population growth, the city should proactively plan for the expansion of park and open space, preferably adjacent to Rennebohm, or other nearby location, to meet the needs of the growing population.

Lastly, the University Hill Farms Neighborhood Association has been functioning as a *strong leader* in informing, engaging, and advocating for the betterment of the area since the mid-1950s. Through the planning process, other entities in the neighborhood -centers of worship, elementary and middle schools, multifamily complexes, service providers and the area businesses -envisioned a *network* amongst all of the entities working toward making the neighborhood a better place to live. Bringing these neighborhood-based entities together will take leadership, willingness, and a new community-based model, such as a coalition, that hasn't operated in the past.

The plan was initiated in response to a request from University Hill Farms Neighborhood Association (UHFNA). The Madison Common Council, through the Neighborhood Program Grant, awarded grant funding for professional services. The Urban Assets and Cuningham Group consultant team provided support to the steering committee in all aspects of the planning process. The City of Madison Planning Division provided technical assistance and coordination between other city agencies and departments.



## SECTION I: Introduction

The University Hill Farms planning area is a planned community developed in partnership between UW Regents and the city. In the 1950s the planning area was situated at the edge of the city. With urban growth extending westerly over the past fifty years, much of the planning area still maintains its original suburban-like feel with a residential fabric of single-family homes and curvilinear streets. The planning area is now in the heart of an urban node with potential for higher, denser, and compact urban development to occur in the next decade.

The northern portion of the planning area, primarily along the University Avenue corridor, is well positioned for growth. A 21-acre parcel with a government office building and an expansive surface parking lot is likely to be built-out to accommodate office, commercial, and residential uses. This build-out, along with additional properties on N Segoe Road, Vernon Boulevard and at Hilldale Shopping Center will create new opportunities for employment, residential living, and regional services. New growth, however, could generate adverse effects, such as increased traffic on residential streets, unless well-planned and well-managed, with the livability of the neighborhood taken into consideration.

The plan will focus on the array of opportunities to preserve and enhance community assets, and to propose land use changes. The outcome is to preserve the mid-century modern character of the residential neighborhood, create a livable neighborhood for a range of owner and renter populations, and to plan for population growth, aging and employment opportunities, community services, parks and open space, multimodal networks, and pedestrian safety.

### *Regional Context*

The neighborhood's location allows easy access to the University of Wisconsin, American Family Children's Hospital, and William Middleton Veterans Hospital, Downtown Madison, and the West Beltline Highway. Its location attracts a diverse population that includes singles, students, families, and seniors. Neighborhood assets include three parks, two elementary and one middle school, and the Hilldale Shopping Center. The neighborhood's deep rooted history, mid-century modern housing stock, and diverse land uses and activities solidify its status as a diverse and desirable place to visit, work, and live. See Map 1: Regional Context.

### *Planning Study Area*

The University Hill Farm's planning area is roughly bounded by University Avenue to the north, N Midvale Boulevard to the east, Mineral Point Road to the south, and Rosa Road and N Whitney Way to the west. The WiDOT site is not part of the planning study area. Encompassing 585 acres of land, the study area (with exception of the southeast corner) was developed as a planned community which integrated single-family and multifamily housing, schools, parks, churches, retail, and office space. A two-block area located on the southeastern corner of the planning area was developed as part of the Sunset Village plat, which was developed separate from the University Hill Farms planned community. See Map 2: Planning Area.

The planning area is characterized by:

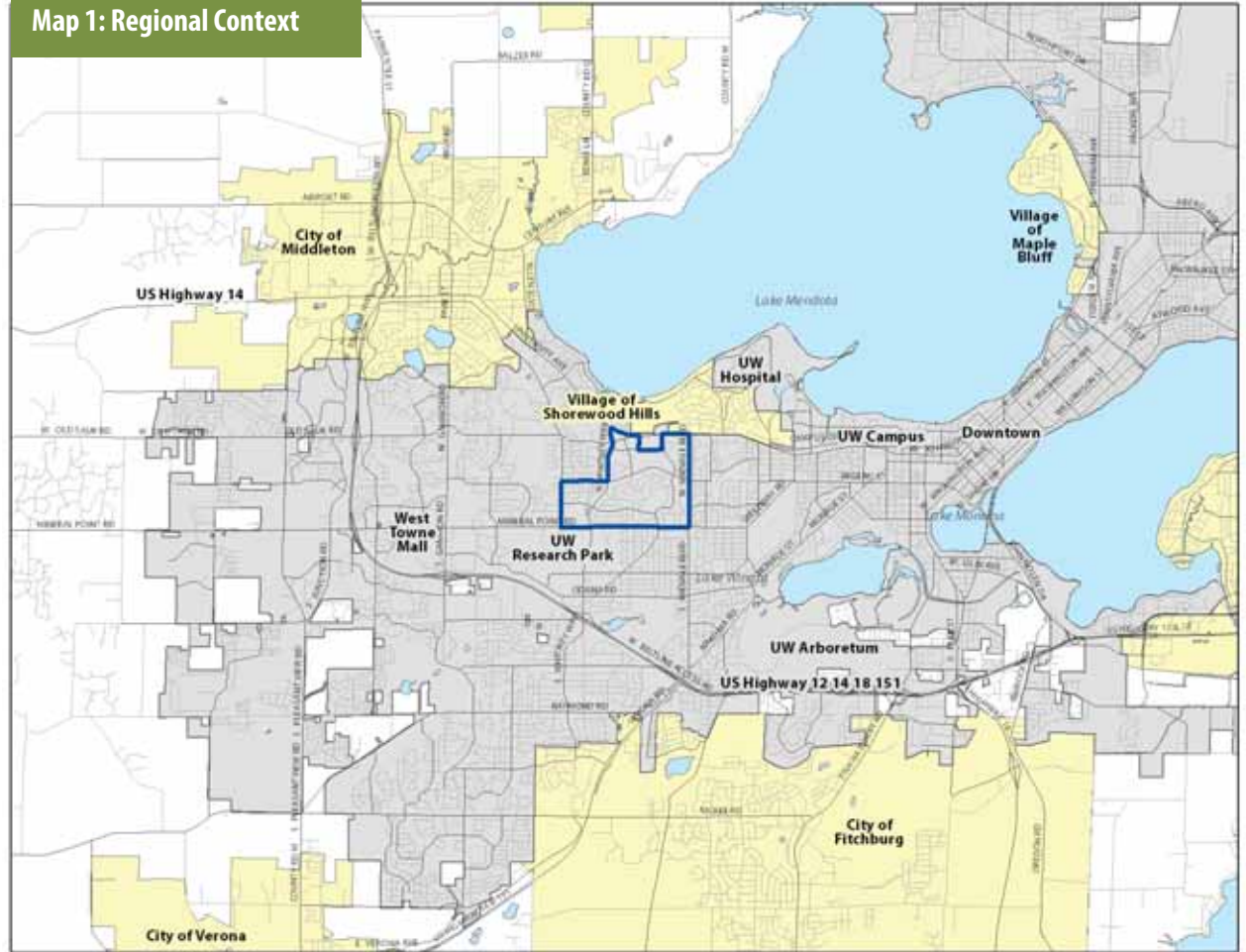


Mid-century home in planning area

- Hilldale Shopping Center and complimentary commercial ventures such as Ace Hardware, Target, and restaurants are located in the north-eastern portion of the planning area. Hilldale has a mix of national retailers, local specialty stores, and is a home to the first Sundance Cinema in the U.S. A major face lift to alter a portion of the indoor mall to an outdoor, main street-style shopping center started in Fall 2014.
- Commercial and office uses are located along the one-mile stretch of University Avenue between N Whitney Way to N Midvale Road. Signalized intersections at N Whitney Way, N Segoe Road, and N Midvale Boulevard make it easy to get in and out of the commercial areas. Metro Transit provides frequent bus service and the Good Neighbors Trail connects to a bicycle network accessing the campus, hospitals, and Downtown. Two Bus Rapid Transit (BRT) stops are proposed on Sheboygan Avenue when this high capacity, limited-stop transit system becomes operational.

- An array of housing choices, with medium to upscale value condominiums, market rate apartments, and affordable family and senior housing are situated near employment, retail and alternative modes of transportation. A senior center, grocery shopping, postal service, hardware store, and medical clinics and services are in close proximity.
- Single-family housing stock, built during the 1950s–1960s, is of high quality materials, well-maintained, but is dated probably due to the low turnover. Many of the original homeowners are still living in their homes, making this an area where property maintenance and rising housing cost is a burden for some homeowners.
- At the time University Hill Farms neighborhood was developed, Architectural Design Covenants and Deed Restrictions were placed on many of the individual plats. Thirteen separate plats still have covenants governing exterior improvements that are reviewed by a neighborhood-based Architectural Review Committee.
- A portion of the University Hill Farms neighborhood was recently placed on the National Register of Historic Places. The planned community and the intact integrity of the mid-modern century buildings deemed the area historically significant. Property-owners are eligible for State of Wisconsin tax credits on pre-approved, eligible improvement projects starting in 2015.
- Apartment prices and amenities are varied in the planning area. The multifamily apartments, consisting predominantly of one and two bedrooms, rent for slightly less than the City’s average contract rent. These older apartments buildings with dated or limited amenities might require significant investment to compete with the newer multifamily housing currently being constructed in the area. However, maintaining

**Map 1: Regional Context**



affordability after investments are made will be important, as this naturally-occurring affordable housing provides a needed balance to the housing choices within this more expensive single-family area.

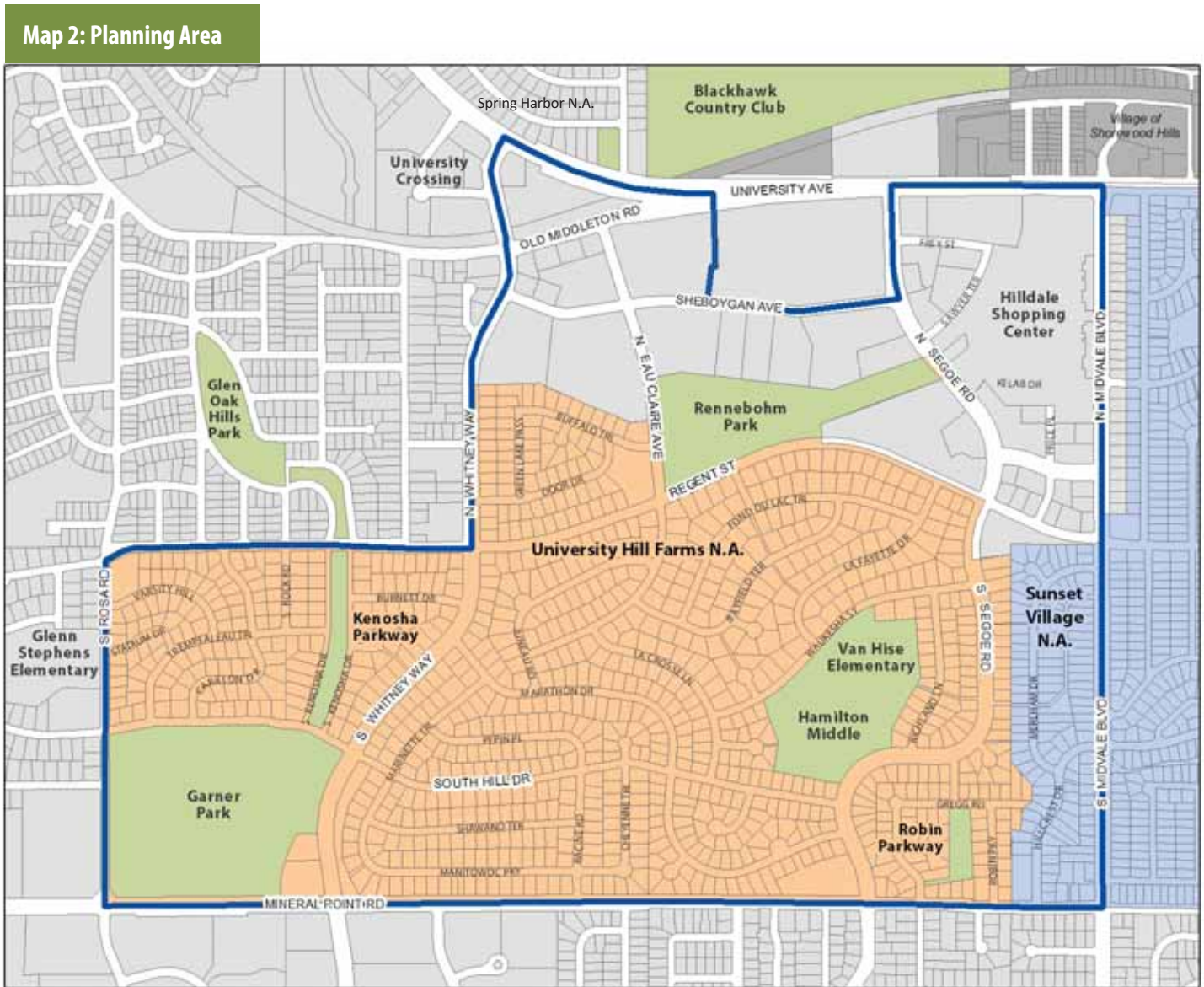
- The tenant mix has changed in the N Segoe-Sheboygan multifamily area over the last few decades. Once dominated by older adults, it is now particularly attractive to the graduate student population, especially international

students, resulting in greater diversity and more frequent turnover of residents.




- Attractiveness of living in the planning area is partly due to the public or quasi-public amenities: Glenn Stephens and Van Hise Elementary Schools, Hamilton Middle School, three public parks, two farmers markets, a community garden, and a private swim club, to name a few. See Map 3: Neighborhood Assets.



- The planning area has a mature tree canopy with a known predominance of Ash trees in Garner and Rennebohm Parks and along N Segoe Road. A tree inventory will be conducted to determine predominance of Ash trees on private properties in 2015. The loss of the tree canopy will result in aesthetic, climatic, and economic decline.
- Population change and turnover are normal to any neighborhood, however, twice the percentage of persons 65 years or older live in this area than the City. As a population ages, there is a growing demand for services and programs to assist persons aging in place. Community connections, walkability, and reducing isolation with services tailored toward an aging population will better serve persons wanting to stay or move to this community.
- Two neighborhood associations are active within the planning study area: Sunset Village and University Hill Farms. The multifamily area, north of Regent Street, is not covered by a resident based organization; however, several condominiums have active boards. No business association exists in the commercial area.
- Abutting the planning area on the north is the Spring Harbor



Neighborhood Association. This neighborhood association is actively engaged in discussions related to developments on the borders of University Avenue, with a particular interest in proposed developments for University Crossing and the lands lying to the east of N Whitney between Old Middleton Road and University Avenue.

<b>Legend</b>	
	University Hill Farms Neighborhood Plan Boundary
	Sunset Village Neighborhood Association
	University Hill Farms Neighborhood Association

Map 3: Neighborhood Assets



## Assets

### Schools

- 1 Van Hise Elementary
- 2 Hamilton Middle
- 3 Glenn Stephens Elementary
- Madison West (not shown)

### Parks and Open Space

- 4 Garner Park
- 5 Rennebohm Park
- 6 Robin Greenway
- 7 Kenosha Greenway

### Swim Club

- 8 Hill Farm Swim Club

### Places of Worship

- 9 Covenant Presbyterian
- 10 Church of Latter Day Saints
- 11 Mount Olive Lutheran
- 12 Lighthouse
- 13 Grace Lutheran
- 14 Wellspring Methodist

### Senior Center

- 15 West Madison Senior Center

### Community Garden & Farmers Markets

- 16 Sheboygan Gardens
- 17 Hilldale Farmers Market
- 18 Westside Comm. Market

### Post Office

- 19 U.S. Post Office

### Fire Station

- 20 Fire Station #9

### Regional Mall

- 21 Hilldale Mall

## SECTION II: Planning Process



### Purpose

The purpose of the University Hill Farms Neighborhood Plan is to help guide physical change and decision making in the area over the next 10-15 years. In particular, this Plan aims to:

- Define the unique neighborhood character and identity.
- Enhance neighborhood assets, including public spaces, tree-lined streets, and gathering places, such as community gardens, farmer's market, and the senior center.

- Provide a range of housing options to accommodate residents of a range of ages and socio-economic statuses.
- Identify key infill and redevelopment opportunities that meet the needs of current and future residents, create employment opportunities, and provide services.
- Improve the safety, convenience and use of alternative modes of transportation, especially walking, biking, and mass transit.
- Improve the neighborhood environment and identify opportunities for integrating sustainable design, practices, and engineering.

### Planning Process

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 neighborhood-based steering committee to guide the planning process. The Steering Committee was comprised of neighborhood homeowners, members of the University Hill Farms Neighborhood Association, a commercial property owner and business representative, and

Resident and Business **Survey** to identify assets, issues, and changes



**Focus groups** with business leaders, landlords, school officials, seniors, service providers



**Interviews** with homeowners and renters who recently moved out of the neighborhood



**Key questions** asked of apartment dwellers at bus stops along Sheboygan Avenue



**Listening sessions** with Sheboygan Avenue multifamily property owners





members at-large. The Steering Committee held its first meeting in June 2013 and met monthly to discuss the planning process, conduct community discussions, and to receive updates from the City-Consultant Team.

The City of Madison and the Consultant Team, Urban Assets, LLC and Cuningham Group, Inc. provided professional planning services 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.

## Public Participation

The planning process included several opportunities for the business and residential community to participate, including three public open houses, a community and business survey, three focus groups, stakeholder interviews and exit interviews with outgoing renters and homeowners, school principals and employees, and apartment complex owners and managers.

## Planning Milestones

<b>February 2015</b>	Invited University Hill Farms, Hilldale Row, Spring Harbor, and Sunset Village neighborhood representatives to discuss plan content.	<b>August 2013</b>	Neighborhood <b>business leaders focus group</b> discussed advantages and disadvantages of operating a business and how to retain a competitive edge within the planning area.
<b>October 2014</b>	Presented plan, including historic inventory findings, and tree inventory grant proposal at UHF annual meeting.		Centers of worship, senior center staff, and nonprofit organizations provided insight at a <b>service providers focus group</b> to identify needs, existing services, and explored opportunities to dovetail in the future.
<b>July 2014</b>	All commercial and multifamily property owners were invited to a meeting to review plan recommendations.		An <b>exit interview</b> was conducted with residents who had recently moved or planned to leave the neighborhood to get a better understanding of reasons for leaving, advantages, drawbacks, and opportunities, and whether or not they would consider returning as a resident of UHF.
<b>June 2014</b>	At the <b>3<sup>rd</sup> Open House</b> residents provided final input on the vision and improvement projects.		Renters were interviewed at <b>bus stops</b> along N Eau Claire, Sheboygan, and N Whitney way to solicit their perspectives on neighborhood amenities and services.
<b>February 2014</b>	Over 80 participants attended the <b>2nd Open House</b> to comment on preliminary strategies and plan recommendations.		
<b>January 2014</b>	Reviewed preliminary concepts with administrators from Madison Metropolitan School District and Hamilton Middle School in regards to future facility improvements.  Sheboygan Avenue property-owners and property managers discussed future plans for their residential properties and weighed in on the draft land use recommendations.	<b>July 2013</b>	Over 240 persons completed an online survey which pinpointed the strengths and weaknesses of the planning area.  At the UHF annual picnic, information was distributed on how residents could become involved with the planning process.
<b>Sept. 2013</b>	Over 100 participants turned out for the <b>1<sup>st</sup> Open House</b> . Input was gathered on neighborhood assets, threats, and opportunities.  A <b>business survey</b> was distributed to get a better understanding of the advantages and disadvantages of operating a business in the neighborhood.  Two <b>senior focus groups</b> started the dialogue about neighborhood services and amenities to meet the growing population of seniors living within the area.  Administrators from <b>Madison Metropolitan School District and PTO leaders</b> provided input on their facilities.	<b>June 2013</b>	Kick-off meeting with the District alderpersons and the mayoral-appointed ad hoc steering committee.

## SECTION III: History

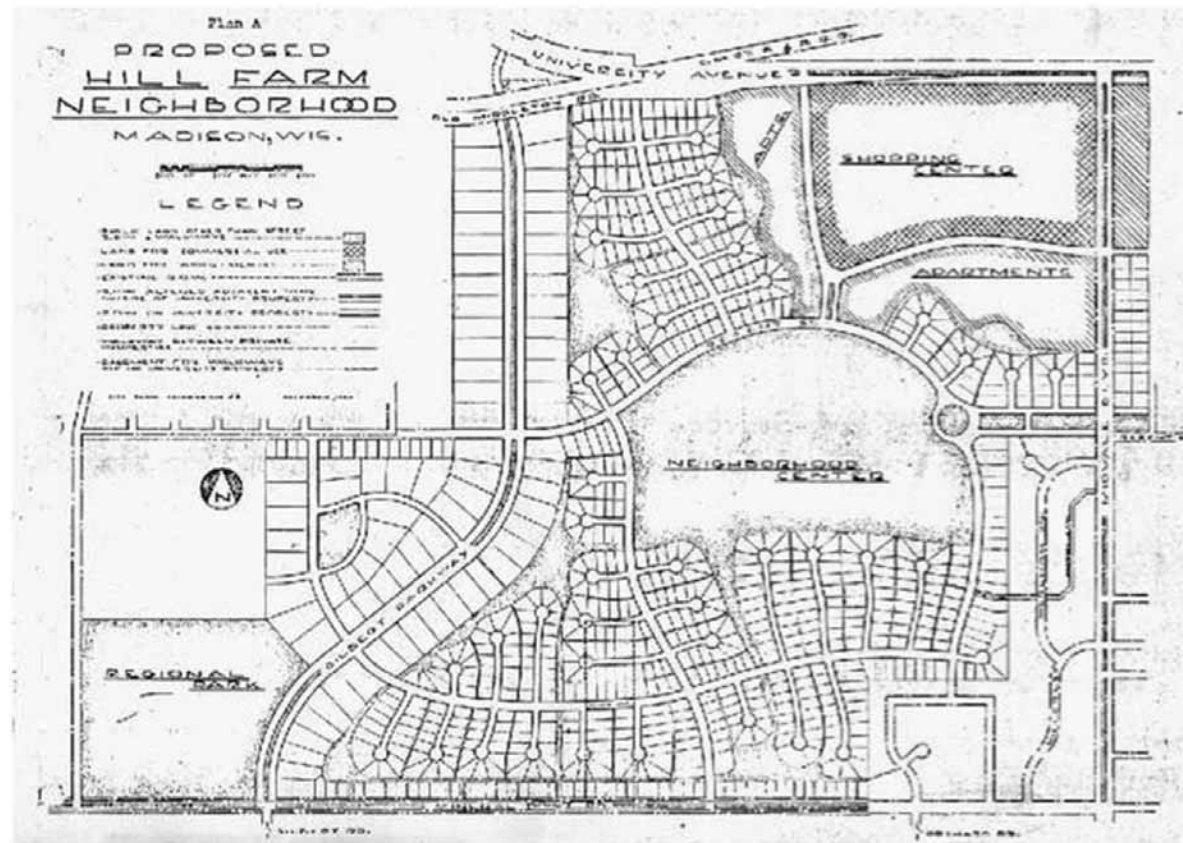
### *A Planned Community by the State and University of Wisconsin*

The history of the University Hill Farms neighborhood dates back to 1846, when New York native Harmon Hill and his wife Clarissa moved to the farm site in 1857. The Hills retired to the city in 1893, and sold the farm to Benjamin Lewis, who in turn sold it to the University of Wisconsin College of Agriculture in 1897. The University Hill Farms neighborhood that exists today is the result of a successful state venture that sought to create an all-inclusive, middle class community.

In 1953, the Wisconsin state legislature authorized the University of Wisconsin to sell Hill Farms and to use the proceeds to purchase new research lands in Arlington. Pressured by the city to open the site for housing, the University appointed a special Committee on Agricultural Lands, with former governor Oscar Rennebohm as chair, to develop the 600-acre property as a multi-use planned community. The conversion from an agricultural station to a major commercial and residential area was said to have been worth at least \$25,000,000 to the University.

### **Plan**

The influences on the final University Hill Farms plan date back to planner Ladislav Segoe's 1939 comprehensive plan for Madison. Among his recommendations, Segoe directed that all new subdivisions conform to the comprehensive plan and incorporate any thoroughfare, boulevard, or parkway designated in the plan. Additionally, Segoe stressed the importance of planning for



**Map 4: Hill Farms Development Plan (1955)**

schools, playgrounds, and parks within neighborhoods. Consistent with Segoe's recommendations, the city purchased areas within the site to reserve for the neighborhood's existing schools and parks.

The City of Madison's Plan Commission prepared a plan that incorporated clusters of residential lots around cul-de-sacs. In 1955, the University Committee hired planning consultant Carl L. Gardener and Associates to create a final master plan. Gardener's plan

largely excluded the city's recommended cul-de-sacs, and instead incorporated "long blocks and curvilinear streets that mimicked the rolling topography of the site." After a series of reviews, the original subdivision plat was recorded on October 7, 1955 and included existing areas of the neighborhood excluding the southeast portion. To commemorate the fact that the plan was a State venture, the University decided the neighborhood streets would be named after Wisconsin counties. See Map 4: Hill Farms Development Plan.

## Sales

The first of the Hill Farms lots were sold to the public in 1955, eighty-one of which were sold to builders participating in the annual Parade of Homes. Although large-scale buyers typically bought adjacent lots, buyers of Hill Farms properties scattered their purchases throughout the neighborhood, which resulted in the neighborhood's diverse styles of homes.

## Architecture

In 1955, the Regents appointed the Hill Farms Architectural Control Committee to enforce the deed restrictions placed upon the residential and commercial plats. The Committee's role was to "evaluate and maintain architectural standards by ensuring minimum standards for improvements." At the Committee's inception, the proposed buildings (primarily single-family and duplex homes) were reviewed on the basis of exterior design, building materials, and placement on the lot.

In September 1997, the Board of Regents elected to surrender architectural control responsibilities for the residential plats to the University Hill Farms Neighborhood Association. The Hill Farms Architectural Review Committee (ARC) was formed in late 1999, following a neighborhood vote to assume the University's role of reviewing proposed alterations to private and public properties. The Hill Farms ARC continues to oversee any proposed changes or additions to existing homes and the construction of new homes. See Map 28: University Hill Farms Covenant Boundaries.

The neighborhood's architectural style includes variations of the ranch, mid-century modern, and Colonial

Revival-influenced designs. Most notable is the Frank Lloyd Wright-designed prefabricated house built by Marshall Erdman and Associates, one of the 1959 Parade of Homes. Due to its unique architectural character, the neighborhood hosted several Parades of Homes in 1957, 1958, 1959, 1960, and 1962 in areas including Richland Lane and Segoe Road, Juneau Road, Pepin Place and Marinette Trail, Door Drive, Varsity Hill, Stadium Drive, and Carillon Drive.

In addition to the neighborhood's single-family homes, the plan included duplexes along Manitowoc Parkway and the development of the Karen Arms, an early garden apartment complex consisting of 11 buildings on 11 acres. Although deviating from Gardener's original plan, the strip along Sheboygan Avenue became the site of the city's first high-rise apartment building, the Park Tower (eight stories), which opened in 1961.

## Commercial

Ninety-four acres of the original plan were designated as commercial and included, among other businesses, the State of Wisconsin Department of Transportation office building and a combination bowling alley/nursery (currently BMO Harris Bank). Serving as the neighborhood's commercial anchor, the Hilldale Shopping Center opened in 1962 and was located in an ideal site due to the higher than average incomes and burgeoning population within its vicinity. Built on a 34-acre parcel, the \$12 million shopping center was anchored by the department store, Gimbels-Schusters, and included 26 specialty stores. Although originally planned to serve the immediate community, the Hilldale Shopping Center served as a regional attraction, exemplified in a newspaper publicizing its opening, announcing, "All Roads Lead to Hilldale."

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Advertisement for Hilldale Shopping Center anchor store Gimbels-Schusters (1963)



# University Hill Farms



**1897**

Benjamin Lewis sells the farm to the University of Wisconsin College of Agriculture

**1953**

The Wisconsin State Legislature authorizes the University to sell Hill Farms

**1955**

The UW Regents hire planning consultant Carl L. Gardener and Associates

**1956**

The University announces the sale of lots in the new neighborhood

**1957**

Van Hise School opens

**1959**

The first building of Karen Arms is completed

**1962**

Hilldale Shopping Center opens

**1969**

Hilldale Shopping Center undergoes its first expansion, fully enclosing the mall

Harmon and Clarissa Hill move to the farm site

**1846**

The Hill family sells the farm to Benjamin Lewis

**1893**

Ladislav Segoe's comprehensive plan for the City of Madison is adopted

**1939**

The UW Regents appoint an Architectural Control Committee

The first Hill Farms lots are sold



Hill Farms participates in the Parade of Homes

**1957 through 1962**

Hill Farm Swim Club's dedication

**1960**

Committee Chair, Oscar Rennebohm, reports on the Hill Farms project to the UW Regents

**1962**

Madison's first high rise apartment complex, Park Tower, opens in Hill Farms

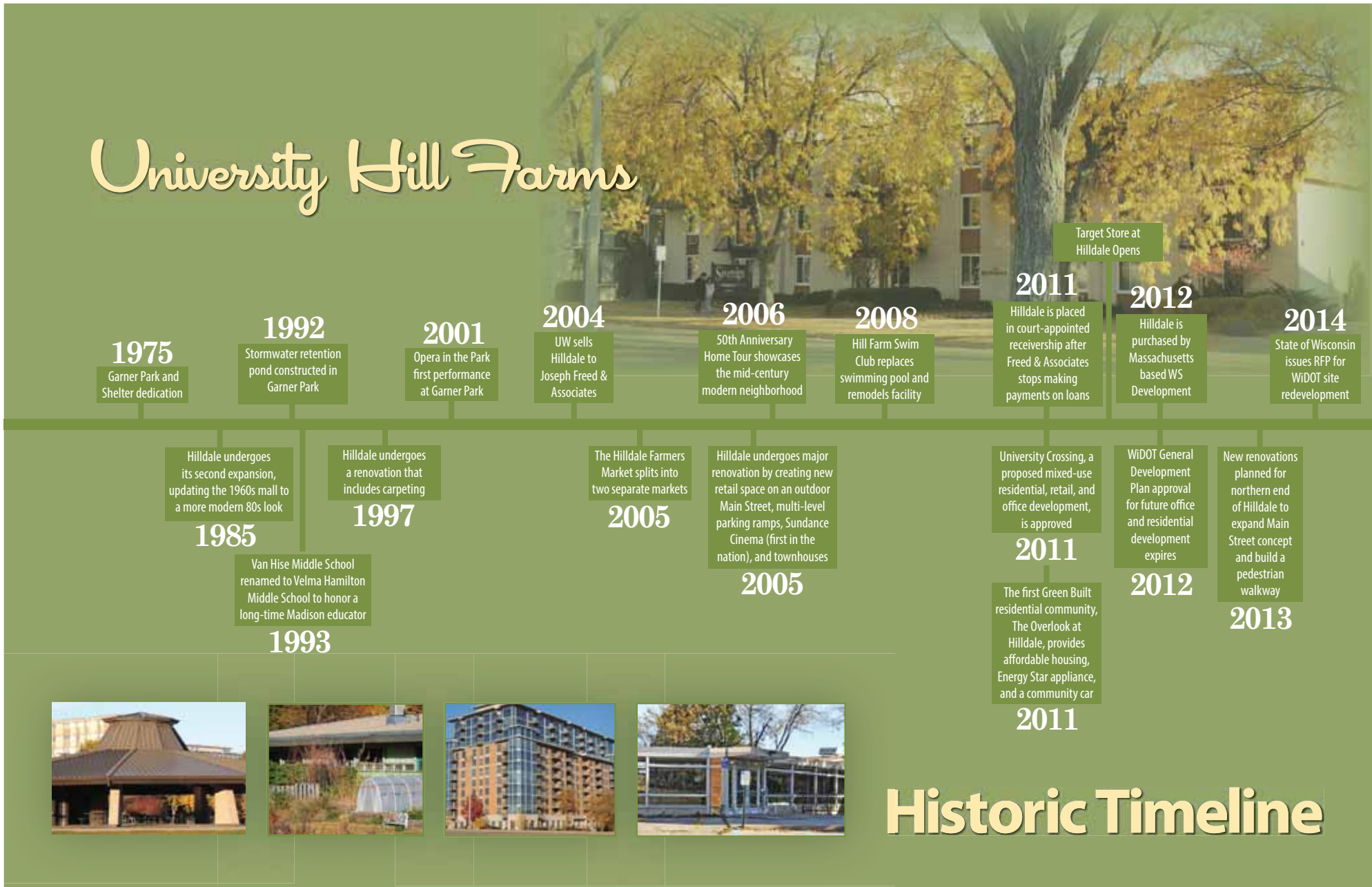
Glenn Stephens Elementary School opens

**1961**



## Historic Timeline

# University Hill Farms



## Historic Timeline



## SECTION IV: Planning Area Findings



Data sources, a business survey, focus groups and interviews, and public input sessions provided the basis to assess the current conditions of the planning area. Below is a summary of the major findings that are directly related to the vision, goals and objectives, and to the plan recommendations. See Appendix A-B for further details.

### Community Interactions

- Two neighborhood associations, Sunset Village and University Hill Farms, cover the majority of the planning area. Both of these neighborhood-based organizations are well-established and sponsor community-wide events, share neighborhood news to their members via the website, listserv, or newsletter, and take an active role on city-related policy or project proposals. An abutting neighborhood association, Spring Harbor, is actively involved in redevelopment issues along University Avenue.
- Limited communication is shared between University Hill Farms Neighborhood Association, Sunset Village Neighborhood Association, Glenn Stephens, Hamilton, and Van Hise Schools, West Senior Center and senior apartment complexes,



Activity places

condominium boards and apartment managers, and the six centers of worship. During the focus groups and interviews it was noted that a communication mechanism would be beneficial.

- No neighborhood association exists in the predominantly multifamily area lying north of Regent Street, roughly located between N Whitney Way and N Midvale Boulevard. The condominium boards for Coventry, Hilldale Row, and Weston Place Condominiums focus mainly on operational issues of each property. An exploratory inquiry to establish a new neighborhood association comprised of the multifamily properties was made during the planning process but a critical mass of interested leaders was not achieved to warrant moving ahead.

### Population

- A total of 5,776 persons live in the planning area. The planning study area has a notable higher percentage of two age groups compare to the City: 25-29 years old (16% vs 11%) and persons 65 years or older (19% vs 10%).
- School-age children make up less than 15% of the planning area population. Madison school enrollment data shows no significant increase in young children for this planning area. However, Van Hise Elementary and Hamilton Middle School facilities are at or over capacity due to the attendance area which draws students from a larger area. A \$41 million school building referendum was recently approved by Madison voters. Approximately \$3.2 million will be used to centralize library uses and to create seven new classrooms at the Van Hise and Hamilton Campus.

- Compared to the city, University Hill Farms has a stable owner and renter population. According to Census ACS 2007-2011 estimates, 29% of the owner and 71% of the renter population moved to the planning area in 2005 or later. In comparison, 32% of the City's owner population and 86% of the renter population moved to the city in 2005 or later.

---

**16% of seniors 65 or older are living alone vs. 7% citywide**

---

- The planning area has three times the percentage of Asian population than the City (23% compared to 7%). International college age students account for the higher proportion of Asian population.
- Out of the 3,125 total households, 15% (483 households) are single householders 65 years or older living alone, of which 142 householders are owners and 341 are renters. Females make up 80% (375 persons) of all the single households over 65 years.

### Socio-Economic

- The planning area median household income is \$60,849 (12% higher than the City) and family median income is \$86,531 (11% higher than the City).

- 40% of renters (compared to 25% citywide) and 19% owners (compared to 15% citywide) are paying more than 30% of their income toward housing costs. In general, housing burden disproportionately affects elderly, low income, and single-parent households.
- Out of the 3,125 total households, 17% (549) of the planning area households compared to 11% of the city households do not own a vehicle. The percentage of rental households with no vehicle is 54% higher than the City (17% compared to 11% in Madison).
- The percentage of persons using public transit to travel to work is six times higher than the City, 29% vs. 5% respectively.

## Land Use

- The planning area is comprised of 535.7 acres. The neighborhood is suburban-like in nature with curvilinear streets rather than a grid street pattern. Predominately single-family uses are located in the southern portion of the planning area, which are separated from the higher intensity uses of commercial, office, and multifamily located in the northern one-third of the planning area.
- Out of the 4,062 housing units, 25% are single-family, 2.0% are two-units, and 73% are in multifamily dwelling units. The majority of land area is comprised of single-family structures, with the concentration of larger multifamily apartments or condominiums clustered north of Regent Street between N Whitney Way and N Segoe Road.
- University Hill Farms planning area has a greater population density per acre than the City, 11 persons per acre compared to 5 persons per acre citywide. The large concentration of



Multifamily dwelling

persons living in the multifamily areas in the northern portion of the planning area contributes to the greater overall density.

- At the time University Hill Farms area was platted, the University of Wisconsin recorded covenants for thirteen of the single-family residential plats. A conflict exists between the type of land uses and property improvements allowed by the City of Madison Zoning Ordinance and those of the existing covenants. For example, a property owner could receive approval by the city to construct an accessory dwelling unit but could be in noncompliance with the existing covenants.
- The vast majority of the planning area's retail and commercial uses are clustered in and around Hilldale Shopping Center. The University Triangle area, on N Whitney Way between University Avenue and Old Middleton Road, does include some commercial, retail, and institutional uses. The recent development of University Crossing, adjacent to the planning area at University Avenue and N Whitney Way, will provide a mix of uses including housing, commercial, medical, and hospitality services, once complete.
- The Wisconsin State Office Building site, a 21-acre parcel targeted for redevelopment in the next several years, lies adjacent to the planning

area but is not officially within the boundary. At the three public open houses, residents recognized that the redevelopment of the site would generate job opportunities but could cause adverse impacts, such as increased traffic on local streets. The Department of Administration released a Request for Proposals for the redevelopment of the site in Fall of 2014.

## Transportation

- Ninety-five percent of the planning area has sidewalk coverage. Walk Score rating in the northern portion of the neighborhood is in the 70-80s range, indicating that many errands can be accomplished on foot. Walk Score ratings for the southern portion of the planning area is 40 or less, a range which indicates that a neighborhood is car-dependent. The Walk Scores are significantly lower in the southern portion of the neighborhood since the nearest grocery stores, restaurants or other retail services are of greater walking distance.



Safe walking routes

- A number of intersections are challenging for pedestrians, including the N Whitney Way at Old Middleton Road and Sheboygan Avenue at N Segoe Road intersections. There is currently no pedestrian access along Old Middleton Road to the east of N Whitney Way on the north side, likely due to the difficult topography. The issue of pedestrians crossing at S Segoe Road, particularly for seniors and children walking to Van Hise and Hamilton Schools, was raised during the planning process.
- N Segoe Road and N Whitney Way intersections at University Avenue are at or near capacity. Major new development which spurs the use of either of these intersections could cause congestion at peak times.
- Bus ridership is high in the area. The percentage of residents using public transit to travel to work is six times higher than for the city as a whole (29% vs. 8%).
- The percentage of workers using bicycles as a means of transportation to work is high: 6% for the planning area compared to 5% citywide. Bus stop interviews of residents along Sheboygan Avenue revealed that tenants neither owned nor had access to bicycles but would use them if bicycles were accessible.
- The percentage of renter households with no vehicle is 54% higher than the city (17% vs. 12%).
- The Madison Area Bus Rapid Transit (BRT) Study (May 2013) recommended two stations on Sheboygan Avenue. BRT is a frequent, high-capacity, limited-stop bus transit service that offers improved rider experience on busy travel corridors.



Garner Park Shelter

## Housing

- Out of the total 4,062 dwelling units, 25% are single-family, 2% two-units, and 73% three-units or more.
- Out of the total 1,023 single-family homes, 94% (961) are owner-occupied.
- Single-family housing assessed value ranges from \$155,000 to \$609,700 (2013). The average single-family assessed value is \$275,120, roughly \$45,600 more than the City. This price point could be a limiting factor for those trying to purchase a home in the neighborhood if a household's gross income is less than \$100,000 annually.
- The multifamily apartment buildings are predominantly 1-2 bedrooms, with the average contract rent less than the average contract rent in the city.
- The tenant mix in the Sheboygan Avenue area has changed over the last few decades. Once dominated by older adults, it has gained popularity with college students.
- Housing burden is defined when a household is paying 30% or more of its income toward housing costs. 19% of owners (compared to 15% citywide) and 40% of renters (compared to 25% citywide) are paying more than 30% of their income toward housing.
- Out of the 286 affordable housing units in the planning area, 58% are occupied by elderly residents compared to 35% citywide.

## Parks and Open Space

- Garner Park (41.8 acres) and Rennebohm Park (20 acres, of which 5.5 acres is a drainage way), are major parks with a variety of recreational amenities.
- Rennebohm Park is a highly valuable resource for the 3,100+ persons living in the multifamily areas flanking it on the north. The tenant mix in the multifamily areas is a mixture of young, college-aged students, young professionals, and seniors. Active and passive activities are important to serve these different age population groups.
- Access to Rennebohm Park is convenient from N Eau Claire and Regent Streets, and from the improved paved path system from N Segoe Road. Access from Sheboygan Avenue is accessible only through private parking lots which serve the apartment complexes.
- Garner and Rennebohm shelters are valuable assets. These shelters could be a greater draw if programmed with additional recreational and place making activities to attract residents and the greater community.
- The Garner Shelter/Tower was designed by Stuart Gallagher of Madison, the architect who also designed Olbrich Gardens. Over the last two years, Madison Parks has allocated significant funding for restoration of the shelter.



The fireplaces in the shelter are boarded up and the tower entrance is locked due to safety issues.

- Robin Greenway, located in the southeastern corner of the planning area, functions as a drainage way. With public improvements, this drainage way has potential to serve as a neighborhood park with passive features.
- Exploring joint partnerships between Madison Metropolitan School District (MMSD), City of Madison Parks, and University Hill Farms Neighborhood Association could provide opportunities to upgrade and enhance outdoor recreational facilities and programming.

## Natural Resources

- More than 17% of the public tree inventory consists of ash trees. A known predominance of ash trees in Garner and Rennebohm Parks and along N Segoe Road will have aesthetic, climatic, health and economic impact when infected with Emerald Ash Borer.

## Utilities

- University Hill Farms planning area was developed without a “stormwater system” in place. This was typical of the era. Network coverage is minimal, especially in the single-family residential area, which is the primary reason for stormwater flooding issues. It is difficult to capture more stormwater unless additional stormwater pipes are installed during street reconstruction projects. Stormwater drains from a much larger basin on Madison’s west side than just the study area.

## Historic and Cultural Significance

- University Hill Farms can boast that it is the only planned community development in Wisconsin which was jointly developed by a university and a city. This significance, as well as its intact original mid-century modern architecture, lead to its being listed on the National Register of Historic Places in 2014.

## Health Related Services

- University Hill Farms is well served by health-related providers located north of Regent Street between N Midvale Boulevard and N Segoe Road, within the UW Research Parks and at the new University Crossing on University Avenue at N Whitney Way. Improving walkability to these services has been highlighted during the open houses, especially by seniors. Future developments in the planning area should provide working spaces to retain area health providers.

## Community Facilities

- Madison voters recently approved a \$41 million school building referendum in the 2015 Spring elections. Approximately \$3.2 million will be used to centralize library uses and to retrofit surplus space into seven new classrooms at Van Hise and Hamilton school campus.



Hilldale Row Condominiums



Anchor Bank

# Population

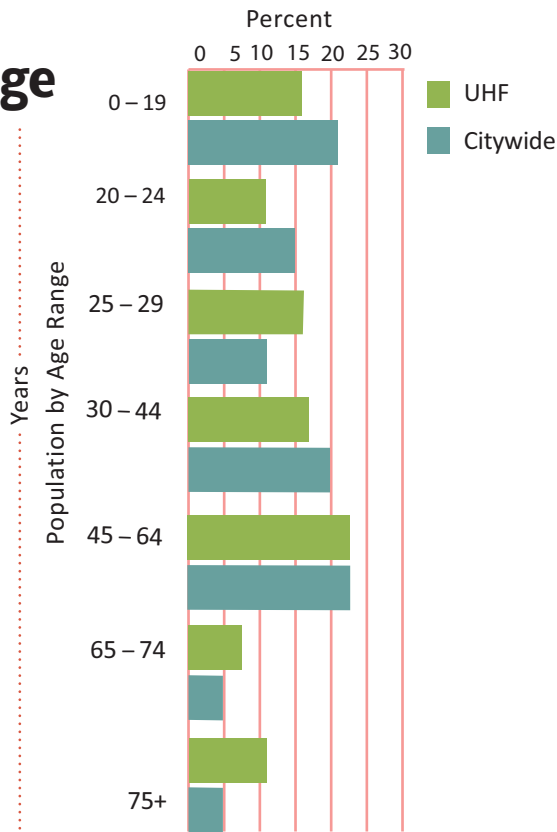
**5,776** UHF total population  
vs. **233,209** citywide



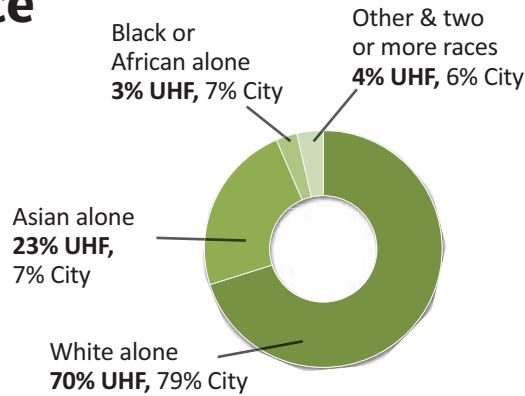
# Gender

**46%** **54%**

# Age



# Race



# Ethnicity 3%

of total population is Latino or Hispanic  
vs. 7% of City

# Total Households

**3,125**  
vs. **102,516** citywide



# Household by Type

Families w/  
minor children



**12%**

vs. 14%  
citywide

Single Parents



**7%**

vs. 12%  
citywide

Singles



**46%**

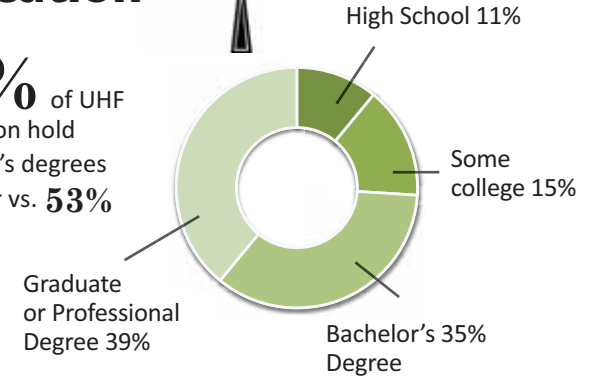
vs. 36%  
citywide

Non-families make up  
of households **13%**  
vs. 17% citywide

# Education



**74%** of UHF  
population hold  
bachelor's degrees  
or higher vs. **53%**  
citywide



# Median Income

Median **HOUSEHOLD**  
Income **\$60,849**

vs. **\$54,093** citywide



Median **FAMILY** Income

**\$86,531** vs. **\$77,780** citywide

# Living in Poverty

**8.3%**

of children under 18

**<1%**

of seniors 65 or older

# No Motor Vehicles



**17.5%** of UHF households without  
vehicles vs. **12%** citywide



## Dwelling Units

UHF (dwelling) Housing Units

**3,431**

vs. **108,843** citywide



## Housing Type

**25%**  
single family  
vs. **41%**  
citywide



**2%**  
two units



**73%** multifamily



## Average Single-Family Home Values

**\$275,120**

vs. **\$229,533** citywide



## Housing Burden

**19%** of owners (compared to 15% citywide) and **40%** of renters (compared to 25% citywide) are paying 30% or more of their income toward housing.

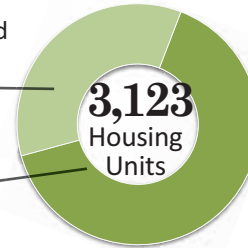


## Owner vs. Renter-Occupied Units



Owner-occupied units 34% vs. 49% citywide

Renter-occupied units 66% vs. 51% citywide



## Labor Force

(20-64 year olds)

**84.2%** employed  
**2.5%** unemployed



## Means of Transportation to Work



	UHF	Madison
Car	<b>58%</b>	<b>73%</b>
Bus	<b>29%</b>	<b>8%</b>
Bicycle	<b>6%</b>	<b>5%</b>
Walking	<b>3%</b>	<b>9%</b>

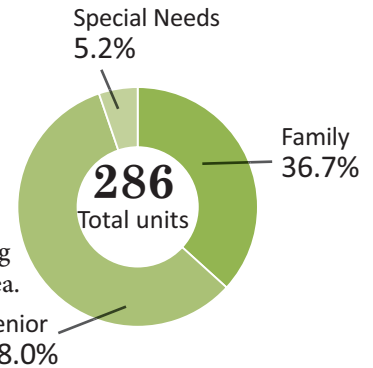




## Affordable Housing



**286** (4.7%) of the city's 6,512 affordable housing units are in the UHF plan area.



## Public Assistance

**121** (3.9%) UHF households receiving public assistance vs **8,055** citywide

## Commuting Time to Work

workers 16 years of age or older

**12%** **45%** **24%**



<10 minutes



10-20 minutes



21-30 minutes

## SECTION V: Vision, Goals, and Objectives



### Vision

The University Hill Farms vision for the next 10 to 15 years is to create a safe, strong community, rooted in the neighborhood's unique historic and cultural context, that will benefit from sustainable improvement and maintenance of the neighborhood's family-friendly housing, expansive parks and open spaces, multimodal transportation infrastructure, growing commercial centers, and emerging development.

The neighborhood vision will be achieved through public and private investments, developing practical amenities, creating places that serve all neighborhood residents, quality social services, and crafting a broader neighborhood identity that will establish it as not only a historic neighborhood, but also as an intergenerational, culturally and socially diverse community.

To achieve this vision, the plan has the following goals and objectives:

#### *Encourage preservation and reinvestment in properties*

##### Objectives

1. Encourage the upkeep and maintenance of single-family, duplex, and multifamily residential properties.
2. Encourage architectural design elements and building forms that are consistent with the character of the neighborhood.
3. Support preservation of existing structures to maintain the consistent character of the neighborhood.

4. Encourage sustainable design and construction practices and products.

#### *Promote a community that is livable for all residents*

##### Objectives

1. Ensure the neighborhood is safe, friendly, and attractive for all ages.
2. Harness the social capital of residents, businesses, schools, and service providers to forge partnerships that enrich lives and build a stronger sense of community.
3. Ensure seniors can stay in their homes and remain in the neighborhood throughout all life stages by assisting with repairs and informing seniors of programs such as the City's reverse mortgage program; and by providing a variety of housing choices.
4. Support the development of attractive and affordable housing for families.
5. Integrate residents and development located on Sheboygan Avenue into the neighborhood to the south and employment center to the north.

#### *Develop places that welcome and create a sense of community*

##### Objectives

1. Activate parks, open spaces, and school grounds through physical improvements and regularly scheduled events.
2. Create new public or private features and spaces for the anticipated population growth

that meet the needs of residents of all ages and abilities.

#### *Ensure new development creates additional positive features for the neighborhood*

##### Objectives

1. Develop places that create a sense of community for all residents young and old; families and singles; renters and homeowners.
2. Capitalize on efficient multimodal systems and transit improvements, such as those to Metro Transit and the proposed Bus Rapid Transit, for new transit-oriented development and place making.
3. Support development that results in job growth.
4. Attract new businesses to serve the community.
5. Coordinate the approval of new residential development, including affordable housing, with the school district to ensure the schools have capacity to maintain quality educational programming.



West side farmers' market

## Ensure the public realm meets the needs of the community

### Objectives

1. Improve the safety of streets, parks, paths, and residential streets through lighting, infrastructure improvements, and design using Crime Prevention through Environmental Design (CPTED) principles.
2. Improve neighborhood connectivity and safety within the neighborhood for pedestrians and bicyclists.
3. Implement traffic calming measures to mitigate future traffic volumes and commuter parking associated with transit improvements and the future redevelopment of the WiDOT site.
4. Improve access to B-Cycles, other bike facilities and car sharing programs.

## Nurture the Urban Canopy/Forest

### Objectives

1. Engage neighborhood residents in efforts to restore, preserve, and enhance the urban canopy and forest.
2. Develop a strategy to control Emerald Ash Borer infestations.
3. Develop a tree replacement plan that will mitigate future infestations.

## Planning for a Multi-generational Community



The University Hill Farms Neighborhood is multigenerational, as it is home to a range of individuals at different life stages.

According to the American Association of Retired Persons (AARP), an “Age-Friendly Community” is an “inclusive and accessible urban or suburban environment that encourages active and healthy aging.” AARP supports eight broad domains that help influence the health and quality of life of seniors globally.

The eight multigenerational living domains are as follows:

1. **Outdoor spaces and buildings** – accessibility to and availability of safe recreational facilities.
2. **Transportation** – safe and affordable modes of private and public transportation.
3. **Housing** – wide range of housing options for older residents; aging in place; and other home modification programs.
4. **Social participation** – access to leisure and cultural activities; opportunities for older residents to participate in social and civic engagement with their peers and younger people.
5. **Respect and social inclusion** – programs to support and promote ethnic and cultural diversity, along with programs to encourage multigenerational interaction and dialogue.
6. **Civic participation and employment** – promotion of paid work and volunteer activities for older residents and opportunities to engage in the formulation of policies relevant to their lives.
7. **Communication and information** – promotion of and access to the use of technology.
8. **Community support and health services** – access to homecare services, clinics, and programs to promote wellness and active aging.





## SECTION VI: Future Land Use



### Land Use

A city's comprehensive plan is the main policy document that shapes land use and includes elements on housing, transportation, economic development, and other aspects of community life. The City of Madison's Comprehensive Plan (2006) was used as the framework to assess current and future scenarios for this planning area. Broad factors identified through public input influenced the greater details recommended to the Detailed Future Land Use Map (See Map 5).

### Future Land Use Map

The University Hill Farms Neighborhood Plan recommends maintaining the current land uses and intensity of development in most parts of the neighborhood. Map 5 is a detailed land use plan map that identifies potential areas for changes, intensity of land uses, and future areas to reserve for civic uses. Section VII: Focus Areas provides a descriptive narrative and concepts of building design, community, and societal elements to achieve the recommended land use changes.



Examples of gathering places

### Factors influencing the Future Land Use Map

#### ■ Aging in Place

Preserve the single-family housing character in the neighborhood, with an emphasis on maintaining historic character but allowing retrofitting the housing stock to accommodate the aging homeowner and promoting local, state, or other programs for persons to age in place.

#### ■ Housing Needs for an Aging Population

With the high percentage of seniors in the neighborhood and Madison, there will be greater demands on future housing availability for the aging population. Empty nesters and the baby boomer generation will need more housing choices allowing them to remain in the neighborhood, as their housing needs change.

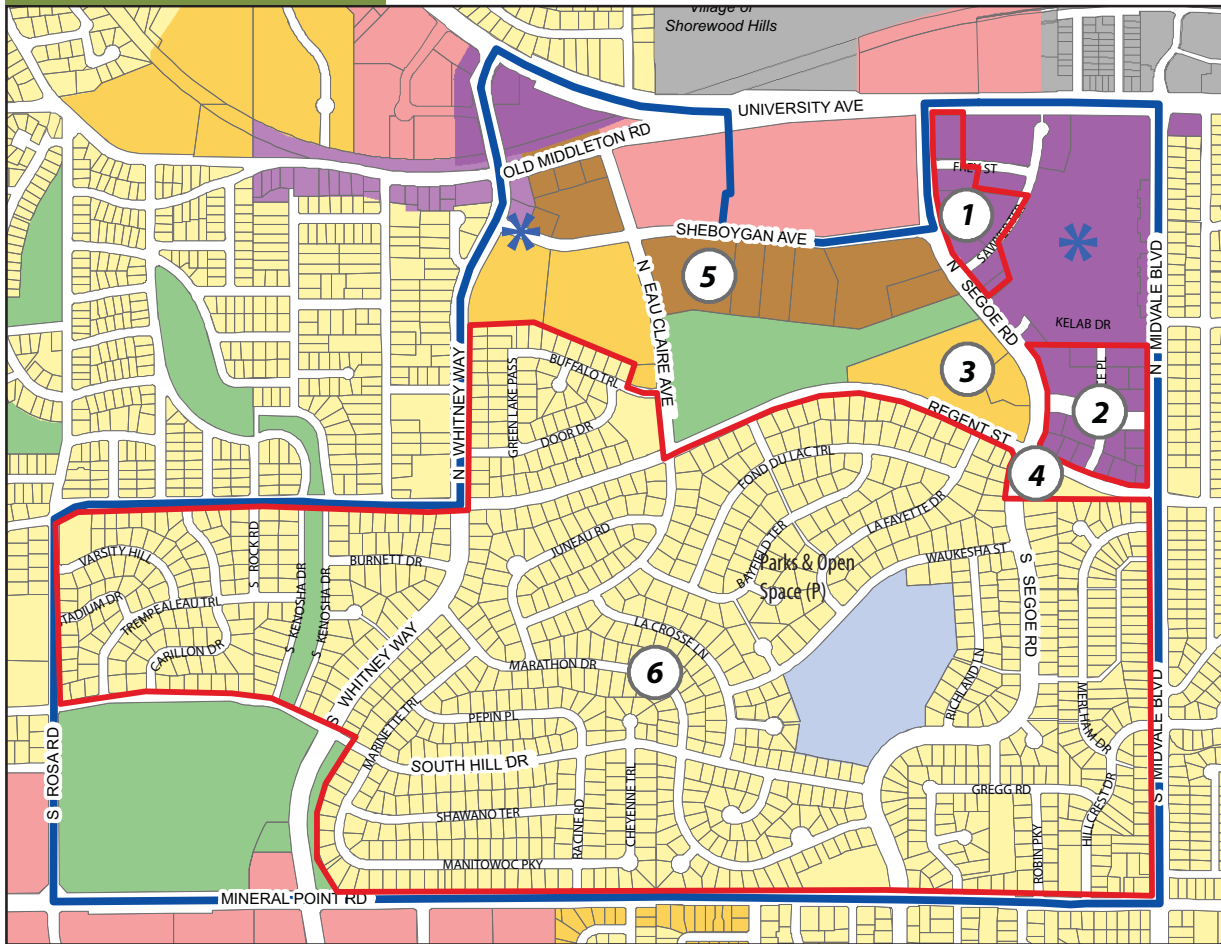
#### ■ Housing Needs for Young Professionals and Families

From a neighborhood perspective, present and future residents should have a variety of housing options with a range of affordability levels. The housing market is changing, with the Millennial population delaying or choosing urban, compact living arrangements far more than previous generations.

#### ■ Convenient Access to Services, Workplaces, and Recreation

Improving alternative forms of transportation, walkability, and less reliance on the automobile (or foregoing more than one car in the household) because of the close proximity to employment, schools, services, and recreation will be a plus in the long-term attractiveness and stability of the planning area.

Map 5: Future Land Use Map



**Legend**

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

**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 Hilldale Shopping 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. 36). 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.
- ⑥ This designated LDR district is recommended for continued low density residential uses of 0-8 du/acre.



## SECTION VII: Focus Area Recommendations



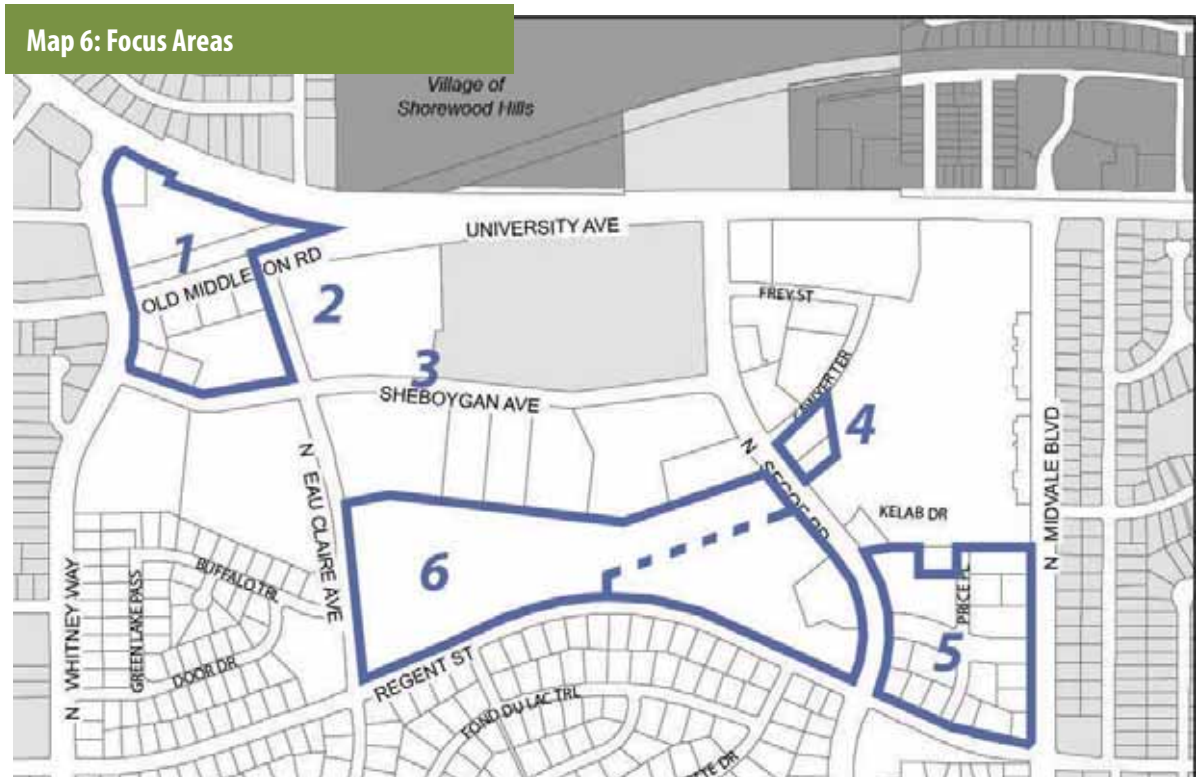
Through the neighborhood planning process, six focus areas were identified as potential areas for land use changes over the next 10 to 15 years. The purpose of these conceptual plans is to show general patterns and intensities and potential development/redevelopment opportunities that are consistent with neighborhood goals. These conceptual designs are also meant to illustrate the desired development principles that have been articulated by residents and stakeholders.

The focus areas/sites identified within this Plan are described as follows:

- 1 University Triangle and Whitney Way/Sheboygan
- 2 American Red Cross
- 3 Sheboygan Avenue Streetscape
- 4 Sawyer-Segoe
- 5 Vernon-Price
- 6 Karen Arms/Rennebohm

Future development and redevelopment proposals for these sites should reflect the following aspects of the concept plans: the general street network; street connections and rights-of-way; general intensity of development; urban pattern (relationship of buildings to the streets and adjacent properties); building massing; street and pedestrian circulation patterns. Maps 6–8 depict the composite land use and massing profiles for the six focus areas.

The conceptual development plans laid out in this plan were created with the assumption that their implementation would be accomplished primarily through private investment, with willing buyers and willing sellers. Although there will be roles for govern-



ment investment in implementation of these concept plans, the primary mechanism for accomplishing the vision embodied in these concepts will be the initiative of property owners, developers, and business owners in concert with adopted policy, regulatory processes, or through the use of federal, state, or local economic incentives.

### Overlay Districts

The Comprehensive Plan identifies two Transit-Oriented Development (TOD) areas at Hilldale and at N Whitney and Old Middleton Road. Transit-Oriented

Development is characterized by a compact, mixed-use development pattern that focuses with highest development densities and intensities in very close proximity to high capacity transit stops.

Future development could be influenced by:

- Urban Design District 6 was created to govern the appearance of all properties fronting University Avenue from Farley Avenue to Allen Boulevard lying within the city of Madison (See Map 27). The Urban Design Commission reviews general building design, signage, lighting, parking and loading areas, and landscaping.

Focus Areas: American Red Cross and University Triangle.

- The City of Madison approved Tax Incremental District (TID) 41 in 2011 (See Map 27). This district was established with the objective to create jobs through attraction, retention, and expansion of existing businesses and by creating new business development. The TID boundary includes lands lying to the east and west of N Whitney Way between University Avenue and Old Middleton Road. Focus Areas: University Triangle.
- Wellhead Protection Overlay District 14 was established to protect municipal water supplies (See Map 27). The Water Utility reviews proposed developments within certain radii of the well pumping station. Focus Area: University Triangle.
- Wisconsin Housing Economic Development (WHEDA) Low Income Housing Tax Credits (LIHTC) Program designates the areas east of N Whitney as High Need Housing and Employment Center Need areas.
- Owners of historic income-producing properties in Wisconsin may be eligible for Federal or Wisconsin State Historic Tax Credits that can help pay for their building's rehabilitation. Focus Areas: Karen Arms, Sawyer-Segoe, Vernon-Price, along with the residential portions of the planning area.

## Wisconsin Department of Transportation Site

Redevelopment of the Wisconsin Department of Transportation (WiDOT) site will have an impact on the planning area. The State Department of Administration (WiDOA) released a request for proposal for the construction of a 600,000 square foot office building and for the redevelopment of the remaining portion of the 21-acre site in October, 2014. While the WiDOT site is not part of the planning study area, it was taken into consideration in the concept design for the American Red Cross site and for the Sheboygan Avenue street design.

At the three public open houses, participants provided unsolicited input on the WiDOT site. The University Hill Farms Ad Hoc Steering Committee has summarized the public input in a memorandum to the Mayor and Common Council to ensure that the WiDOA and the selected development team are aware of comments received during the planning process.



Wisconsin Department of Transportation



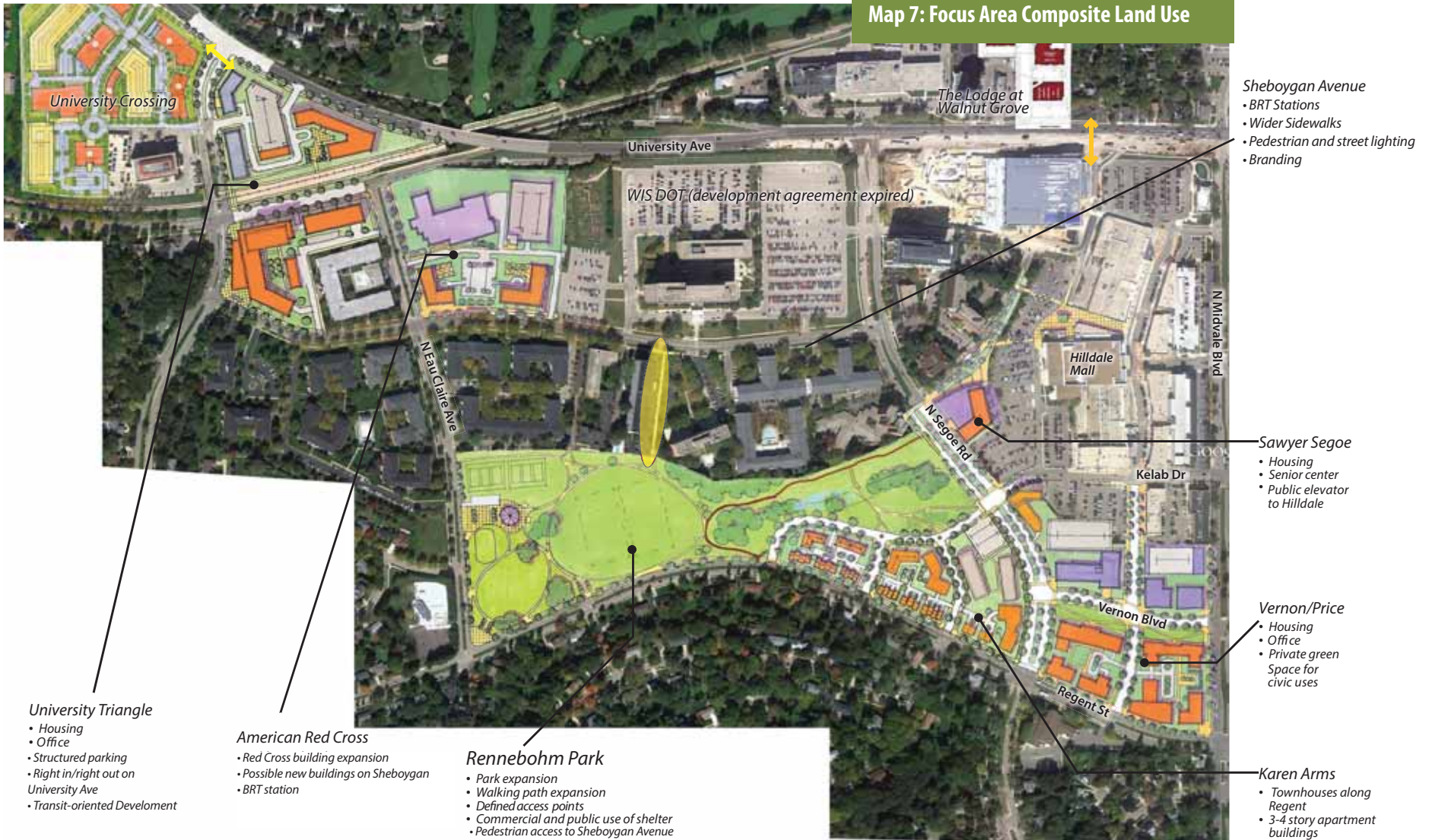
WiDOT northeast view



WiDOT surface parking lot



**Map 7: Focus Area Composite Land Use**



**Projected build-out for the focus area concepts:**

	<b>Net Increase</b>
Net Residential	+973 units
Net Commercial	+24,041 SF
All of Karen Arms and Vernon Blvd.	12.8 acres of public park and private green space
30% of Karen Arms and Vernon Blvd.	4.4 acres of public park and private green space



## Map 8: Focus Area Composite Massing Profile



Building height greater at University Avenue with gradual step down to Regent Street. Regent Street frontage should complement the single family residential character to the south.



# University Triangle and N Whitney Way/Sheboygan

## Existing Conditions

The University Triangle property has been developed several times over the past several decades. Formerly a lumber yard, many of the old mill buildings remain and have been repurposed. Currently, the property includes several commercial uses, including a day care, a salon, an alternative high school, a driver training school, and several food establishments.

Although in a desirable location, the site is challenging – it is a triangle with limited access and steep topography, which impacts ingress and egress of the site. Additionally, the site includes a rail line along its southern edge. Given its location on University Avenue, however, and its adjacency to the University Crossing property, its proximity to the University and

the bike trail, the University Triangle property is likely to be redeveloped again in the next 15 years.

Spring Harbor and University Hill Farms neighborhood associations will provide resident perspectives when the site is proposed for redevelopment.



Perspective Triangle



# University Triangle and N Whitney Way/Sheboygan

## Recommendation

### Summary

- Iconic mid- to high-rise building on the east point of the site
- The height, stepback and placement of new buildings should take into account the view of the State Capitol dome
- New limited access on University Avenue
- Mid-rise office or housing on N Whitney Way
- Emphasize pedestrian scaled frontage on N Whitney Way
- Extend the Good Neighbor Bike Path west along the north side of Old Middleton Road to the corner of N Whitney Way
- Provide clear pedestrian/bike crossing at N Eau Claire

This Plan proposes the site be developed with an iconic and high profile residential building with neighborhood retail on the first floor on the site’s eastern tip. This building can rise as high as ten stories to capture views of the University, Lake Mendota, and the neighborhood’s rolling hills and mature tree canopy. However, the view shed from Old Sauk Road to the State Capitol should be evaluated with any new development to preserve the agreed upon view shed. Parking for this building would be located beneath the building or in a small mid-block ramp that would have a residential liner on its south edge.

The N Whitney Way edge of the site should include small office buildings with neighborhood retail on the first floor or housing (potentially affordable, four-six stories). Office density will be limited given the parking demand and geometric site challenges. The alternative of developing housing could help alleviate any potential vehicle congestion that often accompanies office building parking lots. See “Alt A – Triangle Alternative (Housing)” for this alternative.

New development on the University Triangle site should utilize a “right-in/right-out” access onto University Avenue to relieve some

## Site Characteristics

Comprehensive Plan Designation:	CMU (Community Mixed Use), Transit-Oriented Development (TOD) Overlay
Current Zoning Classifications:	NMX
Rezoning Required:	Yes
Overlay Districts:	Urban Design District 6, Water Protection District 14 TOD (Transit-Oriented Development)
Total Land Area	3.93 acres
Total Assessed Value (2014):	\$3,376,000
No. of Parcels:	2
TIF District:	TID 41
WHEDA Target Area:	Yes



Existing structures (above)



Proposed mid-rise building



Proposed flat-iron building



# University Triangle and N Whitney Way/Sheboygan

of the pressure from the N Whitney Way access point, which will not likely be signalized. New development should create a safe, comfortable, and high quality pedestrian experience along N Whitney Way and should improve the pedestrian crossing conditions of N Whitney Way at University Avenue and Old Middleton Road and N Eau Claire Avenue.

## N Whitney Way and Sheboygan Ave

### Existing Conditions

The property at the northeast corner of N Whitney Way and Sheboygan Avenue is approximately 4.75 acres and includes six individual properties, five of which are residential buildings. As the existing housing is dated and relatively low density, it is a likely redevelopment site. The site will have access to future Bus Rapid Transit (BRT), a bike trail, the WiDOT site, and new employment at University Crossing and retail at the Hilldale Shopping Center area.

## Recommendation

### Summary

- Mid-rise transit-oriented housing
- New buildings with pedestrian-friendly fronts

This Plan recommends medium to high density housing for the Whitney Way/Sheboygan Avenue site. The site is well sloped from south to north approximately 30 feet. Therefore, parking can be underground, hidden, and nonobstructive to redeveloping the site. The large property and ability to park underground offers the opportunity to redevelop the site at six to eight stories. As the site is redeveloped, consideration should

### Site Characteristics

Comprehensive Plan Designation:	NMU (Neighborhood Mixed Use), HDR (High Density Residential), TOD (Transit-Oriented Development Overlay)
Current Zoning Classifications:	NMX (Neighborhood Mixed Use), SR-V2 (Suburban Residential Varied)
Rezoning Required:	Yes
Overlay Districts:	Urban Design District 6, Water Protection District 14 , (Transit-Oriented Development)
Total Land Area:	6.64 acres
Total Assessed Value (2014):	\$4,568,800
No. of Parcels:	6
No. of Existing Residential Units:	68 units
WHEDA Target Area:	Yes



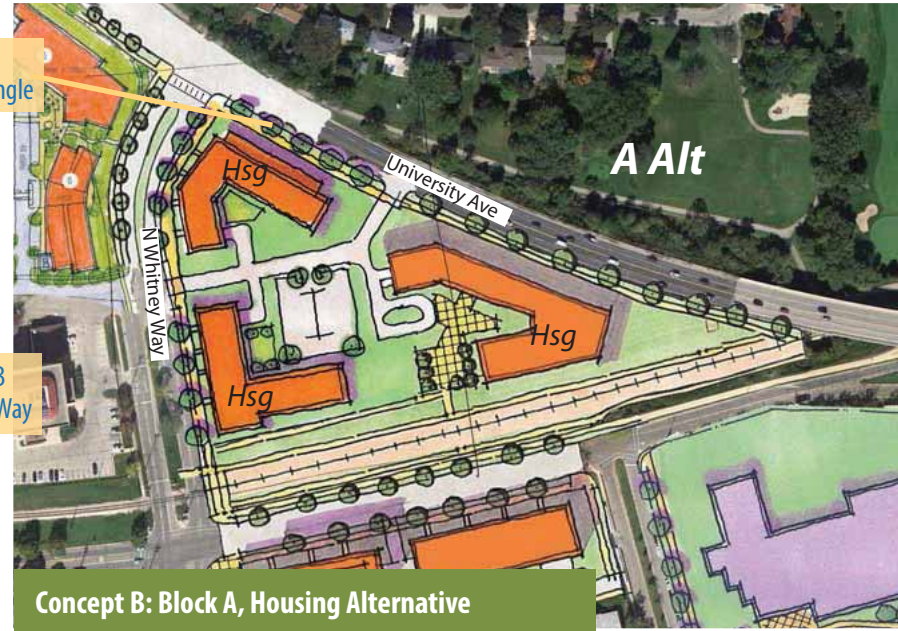
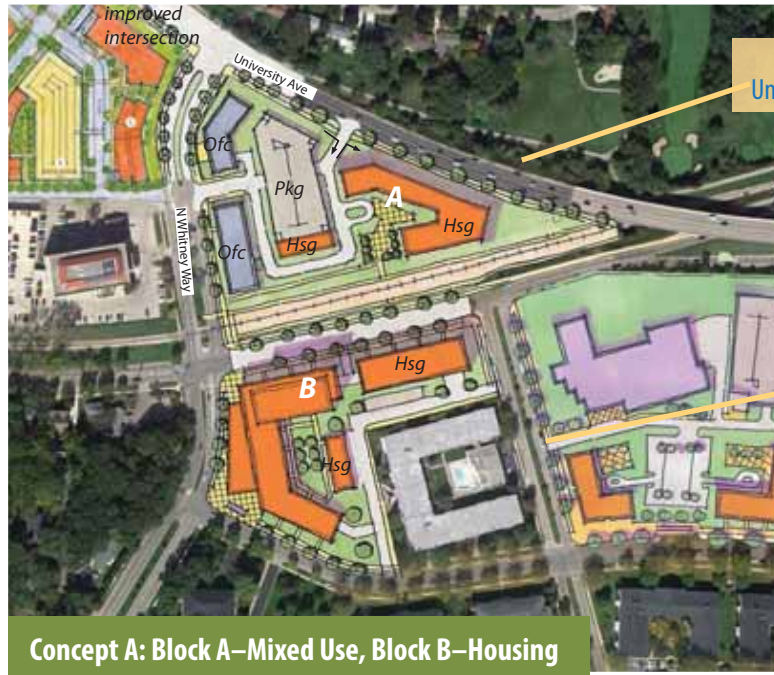
Existing structures

### Proposed mid-rise building



be given to small retail (+/- 5,000 sf) at the corner of Sheboygan Avenue and N Whitney Way.

# University Triangle and N Whitney Way/Sheboygan



Concept A: Block A - Mixed Use, Block B - Housing

Concept B: Block A, Housing Alternative



Massing Profile

## Projected Buildout

Area	Office	Retail	Residential Units	Office Parking	Building Design
Block A	82,000	0	168	400	FAR
Block A (Alt)	0	0	280		1.4 for A
Block B	0	10,000	200		2.4 for B
Total	82,000	10,000	368-480	400	Height 4-6 stories at Whitney, Up to 10 stories on eastern edge

The City of Madison Zoning Ordinance provides minimum standards for percentage of lot coverage and open space requirements based on the parcel(s) zoning designation. FAR (floor area ratio) is a ratio of a building's total floor area (gross floor area) to the size of the piece of land upon which it is built. To build in flexibility with the new redevelopment anticipated in the focus area, a higher FAR might be appropriate for a proposed project with exceptional design.



## American Red Cross Site

### Existing Conditions

The American Red Cross of Badger and South Central Wisconsin region site has strong potential to contribute to the transformation of the neighborhood's north end. The site is approximately nine acres, includes approximately 220 surface

parking spaces, and the building is approximately 45,000 square feet. The site has access off of Sheboygan Avenue and N Eau Claire Avenue, with high visibility from Old Middleton Road and University Avenue. In the upcoming years, American Red Cross may undertake a building expansion, adding approximately 10,000 square feet.

The redevelopment of this site should be considered a draft concept. American Red Cross National Office is currently evaluating all of its real estate holdings and has not had the opportunity to endorse the redevelopment of its property or expansion of its facilities.



Perspective Sheboygan



# American Red Cross Site

## Recommendations

### Summary

- Mid-rise transit-oriented development with neighborhood retail and housing
- American Red Cross Building Expansion and structured parking
- Maintain visibility and access from Sheboygan Avenue
- Connection to WiDOT Site
- Child Care/Day care replacement

The long term potential of the site lies in redeveloping its Sheboygan Avenue frontage with new transit-oriented mixed-use housing. BRT is proposed to run on Sheboygan Avenue, with a stop located at the Sheboygan Avenue/Eau Claire Avenue intersection, which positions the front one-half of the American Red Cross property as a strong potential for three- to six-story redevelopment with housing and ground floor retail or community-serving services.

In order to spur redevelopment, American Red Cross office parking would need to be accommodated in an on-site ramp. The plan recommends structured parking be located on the eastern edge of the site, with first floor access high enough to accommodate Red Cross Sprinter Vehicles, which have heights higher than typical service vans. Alternatively, this ramp could be sized to accommodate parking for the mixed-use buildings, parking below grade.

A surface lot for convenience parking at American Red Cross and small retail in the proposed development should be located between the two proposed buildings. This lot would not only provide convenience parking for the site, but also preserve views to the American Red Cross building and visibility to its front door from Sheboygan Avenue, which is important to the organization and its clients.

## Site Characteristics

Comprehensive Plan Designation:	E (Employment)
Current Zoning Classifications:	SE (Suburban Employment)
Rezoning Required	Yes
Overlay Districts:	Urban Design District 6
Total Land Area:	9.0 acres
Total Assessed Value (2014):	Tax-Exempt
No. of Parcels:	1
WHEDA Target Area:	Yes

The ground floor of new buildings on the American Red Cross Site should include retail or community serving services such as a day care.

Consideration should be given to direct connection to the WiDOT property as it is redeveloped. Access to the American Red Cross Site off of Sheboygan Avenue should be maintained.



Proposed mid-rise building



Existing structures (above)

# American Red Cross Site



**Concept Plan**

Potential Expansion Area

Proposed BRT station

Day Care or other community-serving service  
120 units of housing



**Massing Profile**

Proposed  
Existing

**Projected Buildout**

Area	Office	Retail	Residential Units	Office Parking	Building Design
	10,000 expansion	0	168	400	FAR 0.4 Height 3-6 Stories
<b>Total</b>	<b>10,000</b>	<b>0</b>	<b>168</b>	<b>400</b>	

The City of Madison Zoning Ordinance provides minimum standards for percentage of lot coverage and open space requirements based on the parcel(s) zoning designation. FAR (floor area ratio) is a ratio of a building's total floor area (gross floor area) to the size of the piece of land upon which it is built. To build in flexibility with the new redevelopment anticipated in the focus area, a higher FAR might be appropriate for a proposed project with exceptional design.



# Sheboygan Avenue

## Existing Conditions

Sheboygan Avenue runs east-west from N Segoe Road to N Whitney Way. Two major employers, American Red Cross and Wisconsin Department of Transportation (referred to as WiDOT) have office uses on the north side. Multifamily apartment complexes, approximately 3,300 units, are situated on the south side of Sheboygan.

Primary ingress and egress from existing properties are on Sheboygan Avenue, while two individual properties have a secondary access to N Eau Claire Avenue (American Red Cross) and N Segoe Road (WiDOT). Due to the WiDOT's large workforce and its leased parking space to other users, peak hour vehicular traffic is high during the morning and afternoon. Presently, there is no direct access to University Avenue although a previous development plan and neighborhood discussions have proposed access to address anticipated traffic pressures which will occur at the time of redevelopment. Both N Segoe Road and N Whitney Way intersections are near capacity.

Sheboygan Avenue is a significant street in the neighborhood due to the large resident population residing in the multifamily buildings. Additionally, pedestrians and bicyclists traveling to and from nearby destinations, such as Hilldale Shopping Center, US Post Office, Westside Senior Center, University Crossing, and Spring Harbor neighborhood use Sheboygan Avenue. Due to the significant pedestrian and bicycle movement on the street, it is important that Sheboygan Avenue is functional for all modes of travel, including bicyclists and pedestrians. Sheboygan Avenue is 40' wide, with on-street parking on the majority of the roadway. Bicycle lanes are not



Marked bike lanes



Add bus shelters and other amenities

marked.

Sheboygan Avenue has one of the highest transit ridership rates in the city. Transit ridership among Sheboygan Avenue residents, employees, or commuters could increase once BRT (Bus Rapid Transit) is implemented, as two BRT Stations are proposed on Sheboygan Avenue at N Segoe Road and N Eau Claire Avenue. Additionally, implementation of the proposed BRT system could be attractive for a TOD (Transit-Oriented Development) and possibly the construction of a Park and Ride facility.

With the projected buildout, it is important to work with property owners to create a streetscape design to promote this area as a "District". Pedestrian lighting, banners, bus stop amenities, and gathering spots would make this highly used pedestrian corridor more attractive. In addition, bicycle lanes and routes, bicycle-sharing facilities, pedestrian connection to Rennebohm Park, and traffic calming measures are important to improve safety and enhance the multimodal advantages of this area.



Build roundabout on N Segoe



High transit ridership

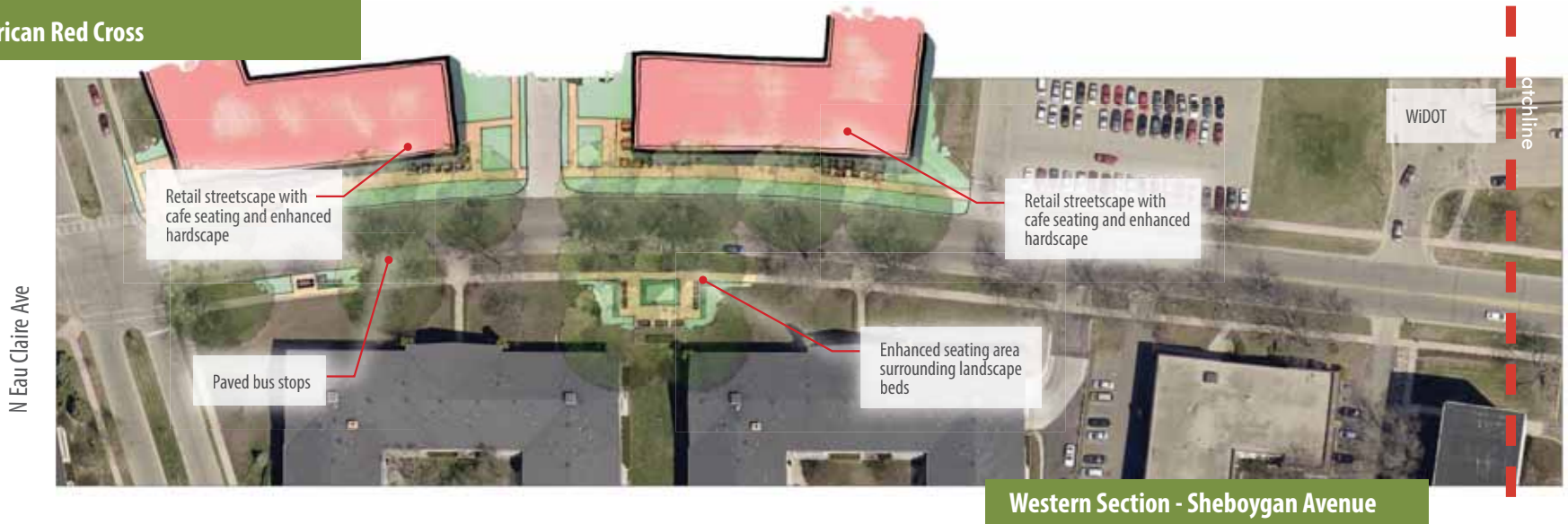


# Sheboygan Avenue

## Enhanced Streetscape Design Concept



## American Red Cross



# Sheboygan Avenue

## Recommendations

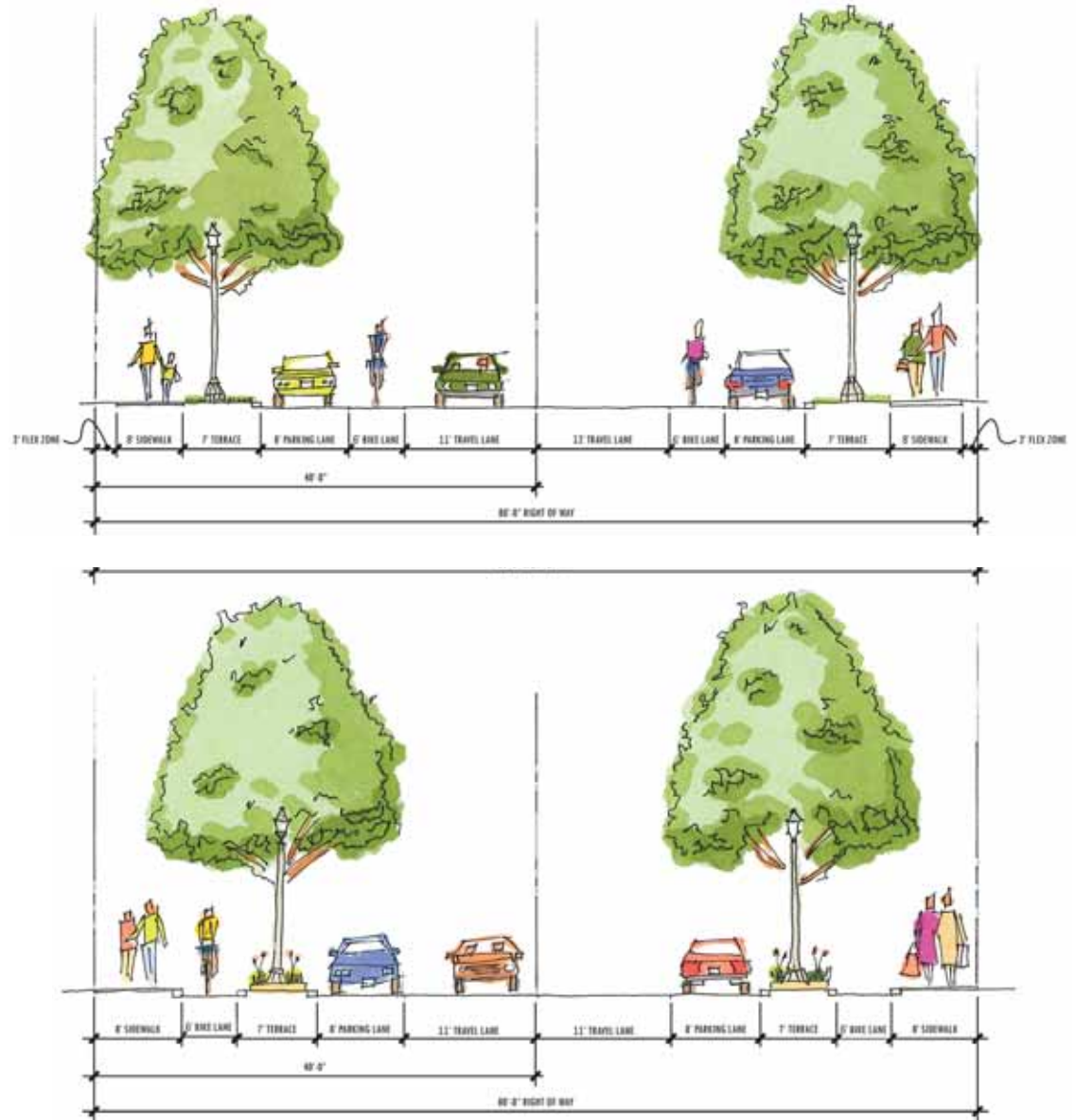
### Summary

- Construct a pedestrian path from Sheboygan Avenue to Rennebohm Park (to improve park access from the north). Work with the owners at 4801 and 4817 Sheboygan Avenue, which includes an existing 20 foot public easement (sanitary and sewer) running north-south between the adjoining properties.
- Conduct engineering studies to determine the feasibility of reducing speed limit on Sheboygan Avenue from 30 mph to 25 mph.
- With the projected buildout of the street, it is important to work with property owners to create a cohesive streetscape design to promote Sheboygan Avenue as a “District.” The redesign of the street should be programmed to incorporate new street lighting (LED and pedestrian style lighting), bicycle lanes, bicycle-sharing facilities, bus stop shelters/amenities, wider sidewalks, pedestrian connection to Rennebohm Park, and traffic calming measures to improve safety and enhance the multimodal advantages of this area.



Pedestrian connection from Sheboygan to Rennebohm Park

### Pedestrian-Friendly Street





# Sheboygan Avenue

- Improve bike facilities along Sheboygan Avenue in conjunction with the redevelopment of the WiDOT site, including finding a location and funding for B-Cycle station and other bike services.
- Construct a roundabout at the intersection of Sheboygan Avenue at N Segoe Road at the time the WiDOT site is redeveloped. The roundabout is highly beneficial for BRT (Bus Rapid Transit) operations.
- Implement the proposed BRT system. BRT stations are proposed to be located on Sheboygan Avenue near the intersection of N Segoe Road and N Eau Claire Avenue. The western station, while slated to be smaller, should be integrated into a TOD as part of the redevelopment of

that portion of the American Red Cross site. The eastern station is recommended to be larger and should include many of the station amenities (shelter, dynamic signage information, ticket vending machine, smart card reader, bike racks, newspaper box corral, lighting, etc.).

- At the time the residential properties to the south side of Sheboygan Avenue redevelop, determine the feasibility of creating smaller urban blocks. The smaller urban blocks would provide the format to orient buildings toward the public park, create additional access points to Sheboygan Avenue, and potentially create a park-like drive on private property adjacent to the park to improve access, parking, and a clear edge. In the event the park-like drive is developed, it should not be continuous and it

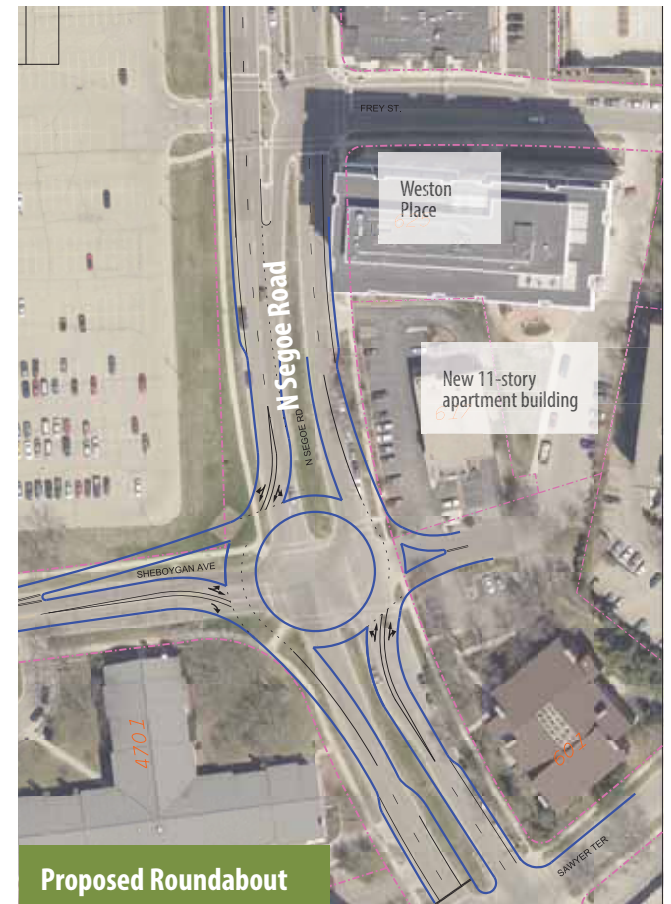
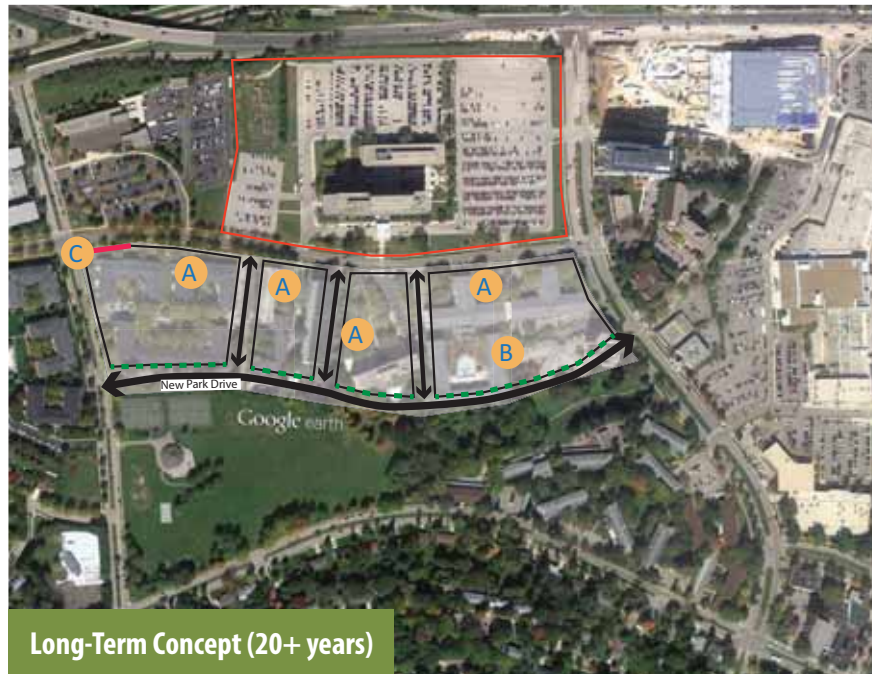
should include speed mitigating measures/traffic calming devices and techniques, such as speed bumps and a 10-mile per hour speed limit. See Long-Term Concept below.

- Develop taller buildings on Sheboygan Avenue with gradual step down to the Rennebohm Park edge. A speed controlled private alleyway running parallel along the southern property line can provide a secondary ingress/egress to N Segoe Road and N Eau Claire Avenue.

●●●●●●●●  
New building should face into park

Ground floor retail located at BRT stop

- A As redevelopment occurs, create small urban blocks
- B New park-like drive creates access, parking, and clear edge to north side of park
- C Retail located at BRT locations





# Sawyer-Segoe

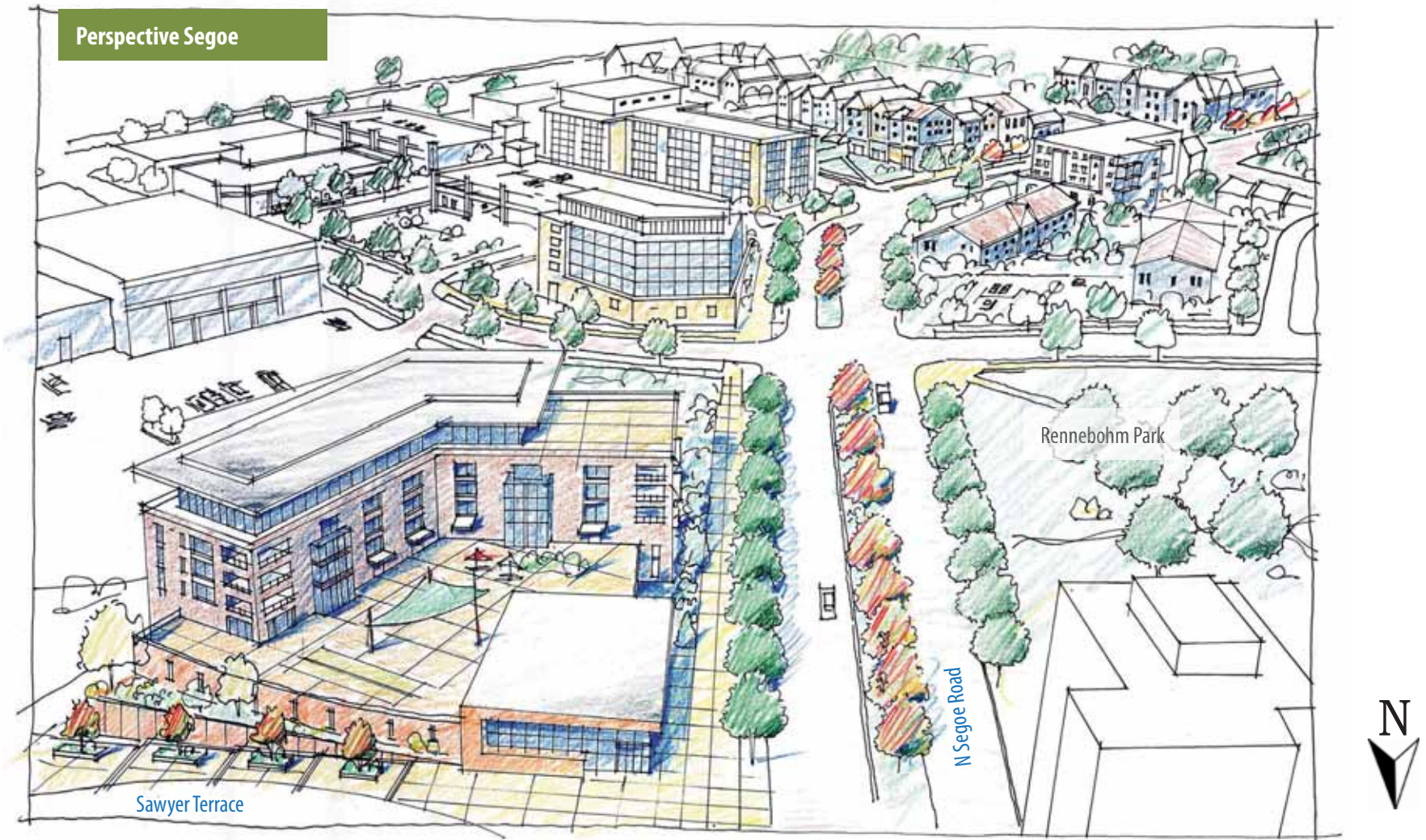
## Existing Conditions

The property at Sawyer-Segoe is comprised of two separate properties totaling 1.2 acres, while the northern portion of the site is owned by W.S. Development, which owns Hilldale Shopping Center. The

two separate properties currently include a one-story post office and a three-story office building.

Both of the existing structures are dated. The western edge of the properties is located directly across from Rennebohm Park, and the eastern edge is adjacent

to the Hilldale Shopping Center. There is considerable slope across the site, dropping approximately 15 feet from the corner of Sawyer-Segoe to the Hilldale parking lot. A pedestrian-activated signalized intersection is located on N Segoe Road at Sawyer Terrace and a north-south bound bus stop is located on N Segoe Road.





# Sawyer-Segoe

## Summary

- Mid- to high-rise housing compatible with adjacent towers, capturing views across Rennebohm Park. Height of 8-10 stories.
- New senior/community center
- Public stairs/ramps creates a pedestrian connection between N Segoe and the Hilldale Shopping Center

The plan recommends a 15,000 square foot senior/community center to be located on N Segoe Road. The center would be integrated into the base of a mid-to high-rise residential building and an eight to ten story building would match the scale of adjacent towers. A building on this site would have strong views across the park and will be one of several taller buildings in the area. A public use elevator should be incorporated into the future project to provide accessibility, especially to the large senior population that is concentrated in this node.

Given the slope of the site, parking for the building should be contained in the base of the building and accessed from the Hilldale Shopping Center parking lot. This likely will require an easement to be negotiated with owners of the Hilldale Shopping Center. The easement can also be used to access a future project at the corner of Kelab Drive and N Segoe Road.

Redevelopment of the site should include a staircase and ramp connection from N Segoe Road down to the Hilldale Shopping Center parking lot. This is an important connection because Hilldale continues to play an increasingly important role in the community.

Retaining the post office in the new development or in close proximity to its current location is desired.

## Site Characteristics

Comprehensive Plan Designation:	CMU (Community Mixed-Use), TOD (Transit-Oriented District Overlay)
Current Zoning Classifications:	PD (Planned Development), NMX (Neighborhood Mixed-Use)
Required Rezoning:	Yes
Total Land Area:	Approximately 1.2 acres
No. of Parcels:	2 (includes a portion of the Hilldale Shopping Center property)
WHEDA Target Area:	Yes



West Senior Center

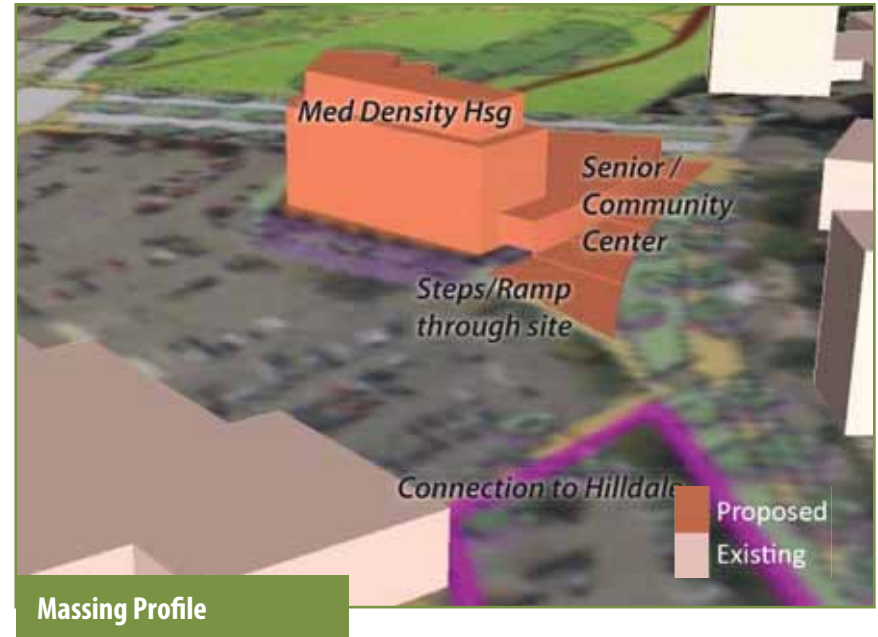
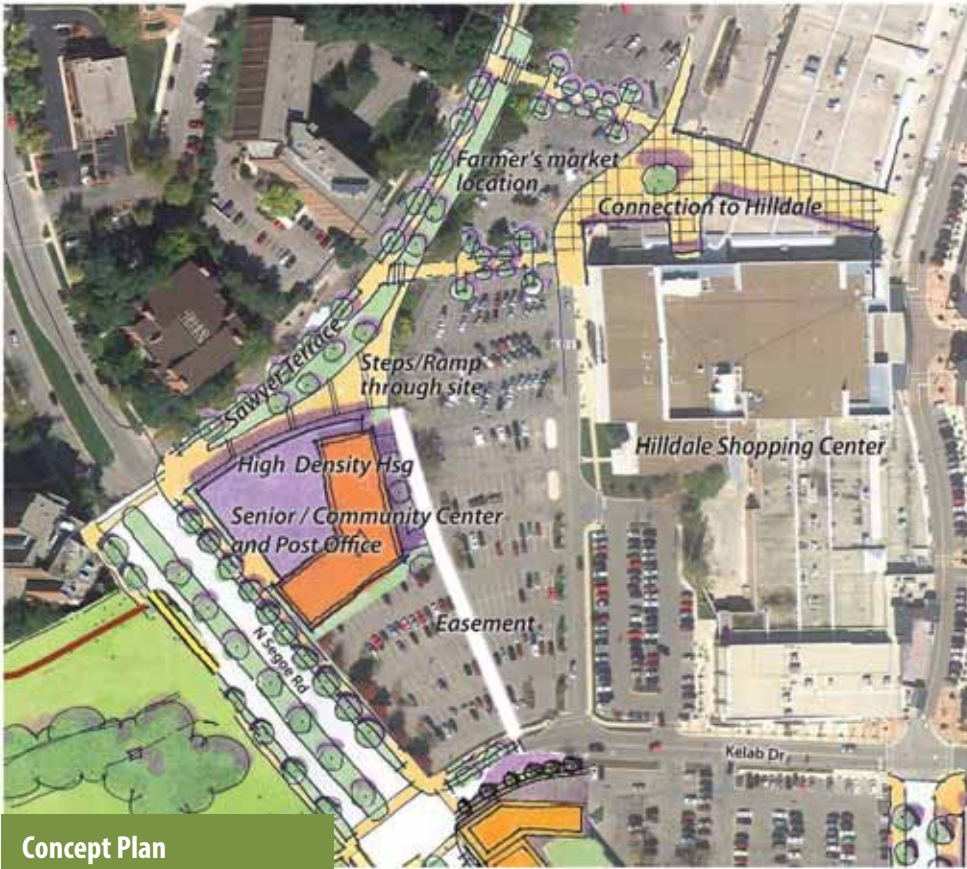
Continued postal service is a high priority: no lapse of service should occur due to redevelopment of the site.

## Existing structures





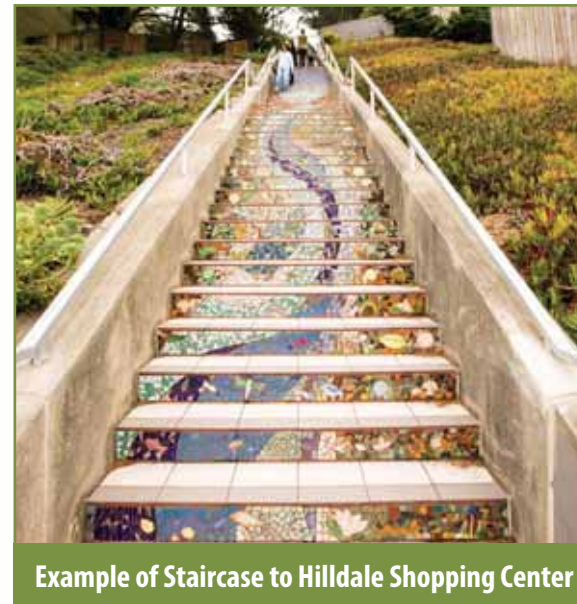
# Sawyer-Segoe



## Projected Buildout

Office	Residential Units	Office Parking	Building Design
15,000	90	0	FAR 1.7 Height 8-10 stories

The City of Madison Zoning Ordinance provides minimum standards for percentage of lot coverage and open space requirements based on the parcel(s) zoning designation. FAR (floor area ratio) is a ratio of a building's total floor area (gross floor area) to the size of the piece of land upon which it is built. To build in flexibility with the new redevelopment anticipated in the focus area, a higher FAR might be appropriate for a proposed project with exceptional design.





# Vernon Price

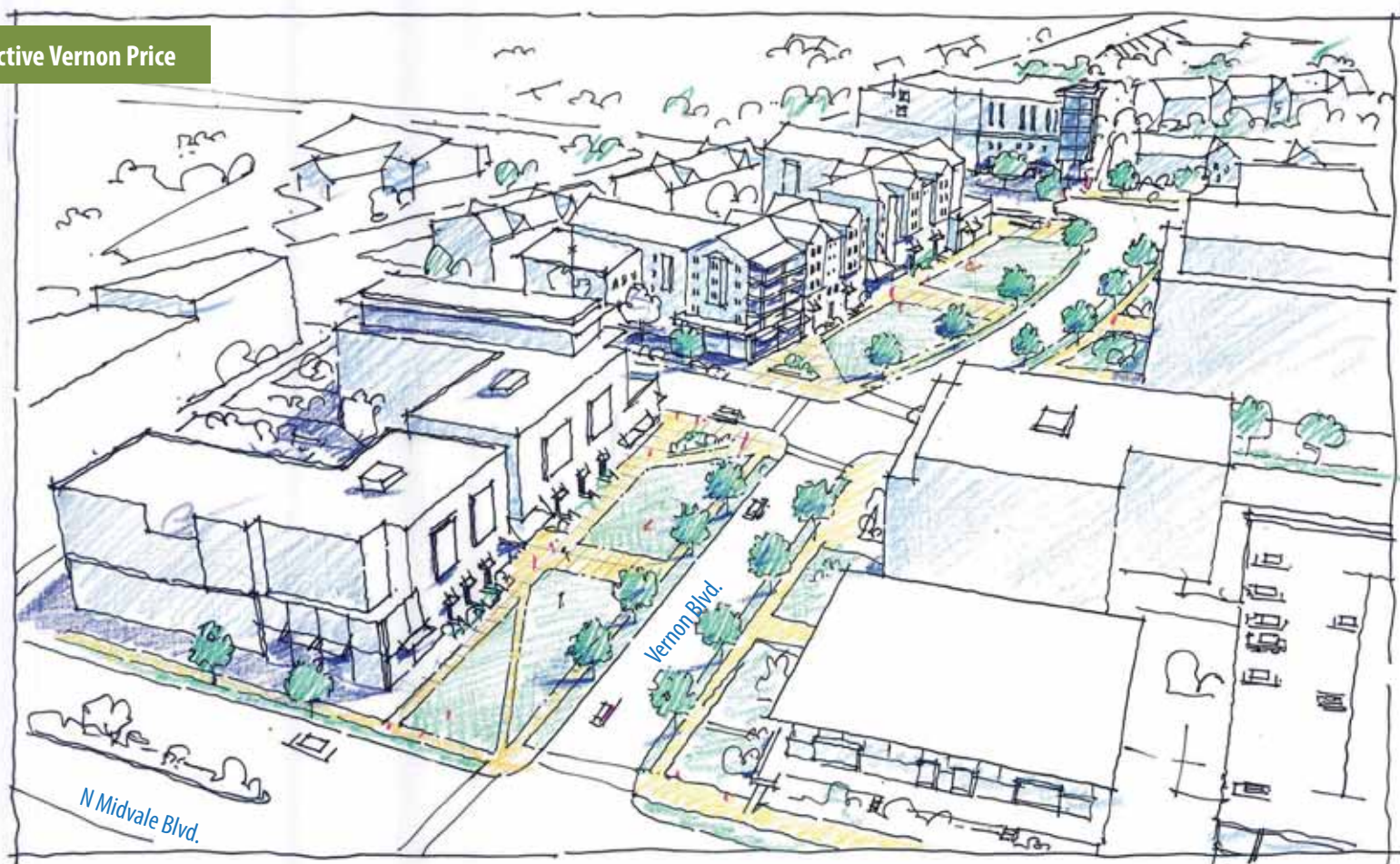
## Existing Conditions

The four blocks of the Vernon Price area include 16 separate properties. Most of these properties are class B and C office buildings, many house medical professionals, and each has its own surface parking lot. Given the value of this land and its proximity to the Hilldale Shopping Center, many of these buildings are occupied, but are likely to be redeveloped in the upcoming 15 years.

The Vernon Boulevard right-of-way is 120 feet wide includes two 24 foot wide roadway sections separated by a 42 foot wide median. Parking is allowed on the outside lanes and the two inside lanes provide for one lane of traffic in each direction separated by the median. Sidewalks exist on both sides of the street along with 9 foot wide terraces. A 12 foot wide storm sewer is buried under the center median. A stormwater inlet and overflow structure is located on Vernon Blvd. at its intersection with N Midvale Blvd. This is a

major overflow point and inlet for storm water from the University Hill Farms neighborhood and areas to the south on Midvale Blvd. An average of 700 vehicle trips travel along the block segment between N Midvale and Price Place daily. Given the current and future vehicle trips on the street, the right-of-way may be better used as green space rather than a large wide median. In addition, the intersection at Price Place is of dimension where pedestrians travelling north-south are exposed in the roadway because no pedestrian crosswalks or refuge islands exist.

Perspective Vernon Price



# Vernon Price

## Recommendations

### Summary

- Vernon Boulevard converted to linear open green space, which could be used as a community garden space, farmer’s market, or for other civic use
- 200-300 units of housing
- New office buildings to replace the aging buildings
- Mid-Rise buildings to transition from high rise north of Hilldale to low rise south of Regent.

The plan recommends redesigning Vernon Boulevard so that it is a standard street with generous open space on its south side. The open space would be an accessible and usable space, as it would be appended to the front of new development.

## Site Characteristics

Comprehensive Plan Designation:	CMU (Community Mixed-Use), TOD (Transit-Oriented District Overlay)
Current Zoning Classifications:	SE (Suburban Employment), SR-C1 (Suburban Residential -Consistent District 1)
Rezoning Required:	Yes
Total Land Area:	11.7 acres
Total Assessed Value (2014):	\$10,388,00
No. of Parcels:	16
WHEDA Target Area:	Yes



Wide street dimensions with no pedestrian crossings / refuge islands

## Existing structures

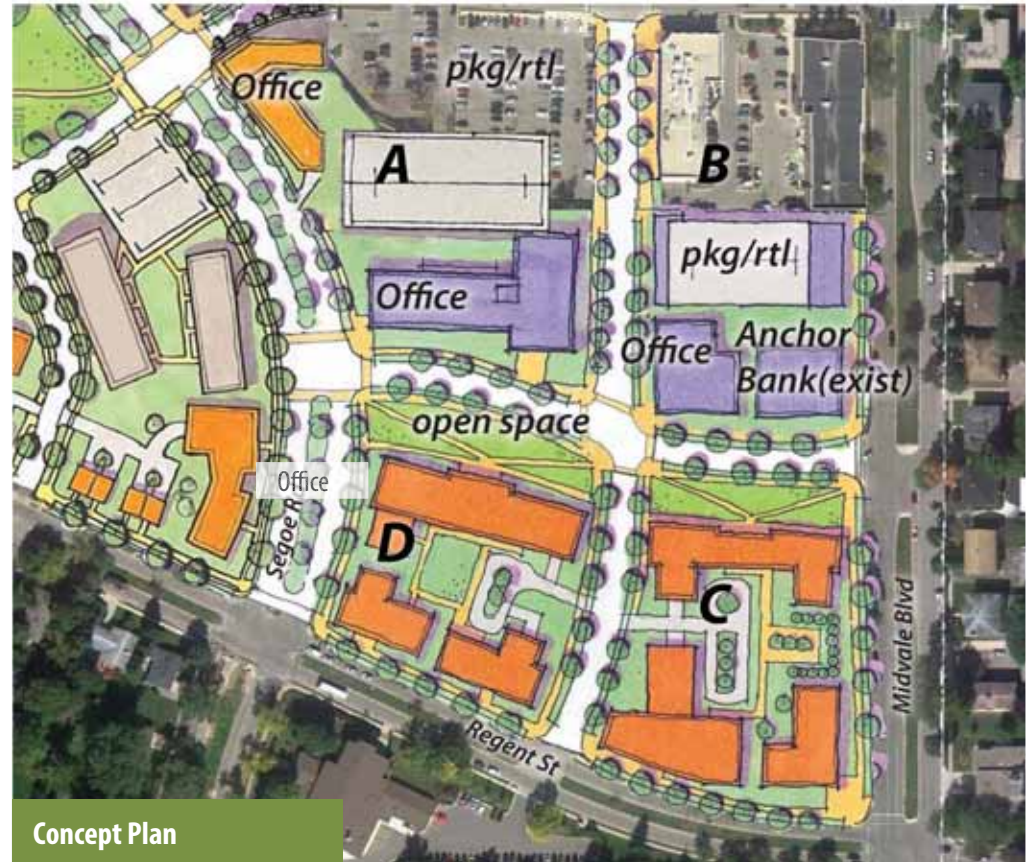




# Vernon Price

Located on the southeastern corner of Regent Street and S Segoe Road, the Church of Latter Day Saints occupies a site approximately 2.24 acres in size. The existing neighborhood deed restrictions require that this parcel be redeveloped for single-family homes if it is not used for another civic use. If developing single-family homes, centers of worship, or other facilities used for civic uses prove to be infeasible, the plan proposes developing townhomes along Regent Street and S Segoe Road. Overall, the plan recommends that redevelopment of this site include housing that creates a positive transition between the single-family houses to the south and the mid-rise housing and offices north of Regent Street. Furthermore, the plan recommends that the site's future developer take into consideration existing parking agreements between neighboring businesses and the Church of Latter Day Saints.

The plan recommends that buildings along N Segoe Road throughout the Vernon Price area gradually step down from the proposed eight to ten story building at Sawyer Terrace and N Segoe Road to three to six stories (north of Vernon) and three to five stories south of Vernon. Buildings facing Regent Street should be compatible to the residential neighborhood.



Concept Plan



Massing Profile

The City of Madison Zoning Ordinance provides minimum standards for percentage of lot coverage and open space requirements based on the parcel(s) zoning designation. FAR (floor area ratio) is a ratio of a building's total floor area (gross floor area) to the size of the piece of land upon which it is built. To build in flexibility with the new redevelopment anticipated in the focus area, a higher FAR might be appropriate for a proposed project with exceptional design.

Projected Buildout					
Area	Office	Retail	Residential Units	Parking Spaces	Height
Block A	160,000	0	0	400	3-6
Block B	80,000	0	0	320	3-6
Block C	0	0	120	120	3-5
Block D	0	0	120	120	3-5
<b>Total</b>	<b>240,000</b>	<b>0</b>		<b>960</b>	



# Karen Arms Site

## Existing Conditions

The Karen Arms site is approximately 11.5 acres and includes 176 residential units in 11 separate buildings. Of the total residential units, 132 are two-bedroom units and 44 are three-bedroom units. As there are few three-bedroom units in the planning area, additional units of this size would benefit the neighborhood, as they could provide affordable housing for families.

The current property owner converted 1½ buildings into condominiums several years ago. Plans to convert the remaining nine buildings stalled in 2008 due to the recession. At this time, the property owner is repurchasing condominium units in the partially converted building so it can be returned to a rental structure.

## Recommendations

### Summary

- New housing to replace existing lower density housing
- Additional park space including usable area for community gardens
- Improved access to park

If the Karen Arms site is redeveloped in the future, this Plan recommends three potential concepts.

Concept A recommends that an urban block structure is inserted and approximately 2.5 acres are added to Rennebohm Park. Kelab Street can extend west through the Karen Arms site connecting to Regent Street, which would provide access to the additional parkland and would create a prominent address for new development. This street extension would require traffic controls and traffic calming measures to limit



Low-to-Medium Density Housing



Community Gardens



# Karen Arms Site

the traffic speeds, as it could be an attractive route for west bound traffic originating from the Hilldale area. Additional park space could be used for passive uses or potentially for community gardens.

The plan recommends that the extension of Kelab Street is redeveloped with small apartment buildings facing the park. Townhouses should be located on Regent Street to maintain the residential scale and pattern that currently exists along Regent Street.

The site should be subdivided into small urban blocks with new north/south streets connecting Regent Street to Kelab Street. These new blocks would promote porosity and connectivity to the improved and enlarged park.

Concept B, a long-term alternative to the Karen Arms site, recommends adding the entire property to Rennebohm Park. Given the potential increase in the neighborhood’s population, it is likely additional park space will be needed in the future.

The park expansion would add approximately 30% more land to Rennebohm Park. Increasing the size of the park in this manner would offer the opportunity to relocate the community gardens from the WiDOT site and to add additional playing fields, walking paths, and stormwater enhancements. In combination with the other Rennebohm Park improvements proposed in this Plan, the full walking loop around the Park would be approximately one mile.

## Site Characteristics

Comprehensive Plan Designation:	MDR (Medium Density Residential)
Current Zoning Classifications:	SR-V2 (Suburban Residential Varied), CN (Parks)
Required Rezoning:	Yes
Total Land Area:	11.5 acres
Total Assessed Value (2014):	\$7,871,400
No. of Parcels:	2 (the site has nine apartment buildings and 2 condominium buildings)
No. of Existing Residential Units:	176 units
WHEDA Target Area:	Yes

Concept C (not pictured) is also for the long-term and includes developing townhomes or multifamily dwelling units along Segoe Road north of Regent Street and south of Kelab Drive. This alternative could present an opportunity to increase the neighborhood’s affordable housing stock.



Existing Structures

# Karen Arms Site



**Concept A—Housing and Park Addition**



**Concept B—Park Expansion**

## Projected Buildout

Area	Residential Units	Building Design
	200	FAR 0.6 Height 3-4
<b>Total</b>	<b>200</b>	



**Massing Profile**

The City of Madison Zoning Ordinance provides minimum standards for percentage of lot coverage and open space requirements based on the parcel(s) zoning designation. FAR (floor area ratio) is a ratio of a building’s total floor area (gross floor area) to the size of the piece of land upon which it is built. To build in flexibility with the new redevelopment anticipated in the focus area, a higher FAR might be appropriate for a proposed project with exceptional design.



## General Urban Design Principles

Design guidelines are general principles that guide the look of and relationship between the physical structures and public spaces that make up a city, neighborhood, or place. The following are the general design guidelines developed for this Plan.

### University Hill Farms Neighborhood Plan Design Guidelines

#### Define the Edges of Public Space with Buildings

In an urban environment, buildings should define the public realm. A consistent edge of buildings is part of a well-defined and high quality public realm. Gaps and inconsistencies in building edges erode the definition and quality of the public realm.

- Significant portions of new buildings should be located to create a well-defined public realm. This space should be used for public amenities such as benches, plantings, outdoor cafés, etc.
- Building facades should be designed as an important part of the public realm.

#### Accentuate Primary Entrances

As parts of the neighborhood are redeveloped and density increases, it is important to create an environment that is welcoming and accommodating. Designing the ground floor of buildings such that passersby are given cues to the use of buildings increases the sense that the City belongs to everyone.

Large buildings which front multiple streets should provide several entrances. There should be at least one entrance every 60 feet along the primary front of the building.

- Primary building entrances should be accentuated and clearly identified as public entrances.

#### Encourage the Inclusion of Local Character and Individualization

It is important for new development to reflect the values of the community in which it is built. Use of local materials, construction techniques and/or personalization by residents and users, celebrating local character helps create a memorable place that can be differentiated from others.

- Use high quality materials.
- Encourage the participation of local artists and artisans in detailing, and placemaking efforts.
- Building design should be adaptive to the local climate and reflect their sense of place.
- Encourage personalization of sites by users and residents.

#### Control On-Site Parking

Parking, while necessary, can be unsightly and detrimental to creating a pedestrian friendly environment. As land is redeveloped, parking needs will likely increase. Therefore, it is important that parking be designed and managed in such a way that it is convenient, but secondary to the overall pedestrian environment.

- Parking should occur below grade or in the middle of the block – not at grade along property lines adjacent to the street.
- Above ground parking should have active uses at the sidewalk level. Obscure on-site parking structures by wrapping them in office, retail and/or residential buildings with ample landscaping.



Flatiron Building

- All parking should incorporate generous pedestrian walkways, amenities (such as seating and bike racks), and connections.
- Shared parking arrangements are encouraged to reduce the overall impact of parking.
- Surface parking lots should be spatially defined and screened by landscaping, walls, or fences. These spaces should also be used for neighborhood activities, such as farmer’s markets, craft fairs, etc. whenever appropriate and possible.

### *Build to Last*

Buildings and landscapes that are flexible and durable help us evolve without discarding the past. Buildings should emphasize quality in craftsmanship and materials.

- Use high quality durable materials, such as brick, wood and stone.

- Design buildings that are flexible so they can easily adapt to changing needs and uses – avoid franchise architecture.

### *Prioritize Human Scale in Buildings and Spaces*

Deliberately designing the built environment, including larger buildings, with a focus on the human scale is critical to creating a comfortable and easily accessible

- Design buildings with a variety of scales, creating scale and detail at the street level appropriate to the pedestrian.
- Articulate different uses, such as retail, services and lobby at the lower level of taller buildings.
- Avoid unarticulated facades and undifferentiated street walls.
- Locate the tallest mass of a building where shadows and the impact on the sidewalk is minimized.



## SECTION VIII: Plan Recommendations



### Transportation Recommendations

Transportation investments and the systems that are developed from them shape lives and communities. In the planning area, the existing system consists of streets, sidewalks, paths and routes, and bus services that connect people to each other as well as to places of work, play, shopping and medical care.

This plan focused on:

- An assessment of the existing system for pedestrians and bicyclists, of all ages, and public improvement which could be made to improve the ease of movement through the area.
- Safety considerations of the younger, school age population to reach Van Hise-Hamilton Schools and the local parks by bicycle and walking.
- Recognition that older adults' health is related to physical activity, and to redesign the path and street environment to make walking convenient, safe, and engaging for persons of various abilities.

### Major Transportation Issues

- Improve the safety of school-age students walking to and from Van Hise Elementary and Hamilton Middle School. A PTO survey, supplemented by parent interviews, indicated that many children are not biking or walking to school. Although this issue has many facets, this plan addressed safety concerns at specific locations: S Segoe at entrance to school (inadequate street lighting, vehicular

speed, and u-turns of north bound traffic at Richland Lane), South Hill at LaCrosse (visibility of crossing the street and vehicular speed), and Waukesha (conflict between buses, drop off/pick up of students, and mid-block crossing of street) Bayfield Terrace at pedestrian path (visibility of crossing the street), were safety concerns for children walking to school. Walking School Buses, a group of children walking to school with one or more adults, is active in several areas of the neighborhood.

- Provide safe crossing of intersections which lead to paths, bus stops, parks or schools, and shopping. Seven priority intersections were identified: N Whitney Way at South Hill Drive (pedestrian crossing to Garner Park), Mineral Point at Racine (crossing to bus stops and to walk to school), Regent Street at S Eau Claire (pedestrian crossing to Rennebohm Park and Hill Farm Swim Club), Old Middleton Road at N Eau Claire (leading to the Good Neighbor Bike Path), N Segoe at Sawyer Terrace (leading to Hilldale Shopping Center and to the Post Office), and University Avenue at N Whitney Way and at N Segoe Road, to name a few.
- Install sidewalks or new paths to promote walking and bicycling to or within parks and open space areas. Construct a shared path from Sheboygan Avenue to Rennebohm Park (to improve park access from the north), and new walking paths in Garner, Kenosha Parkway, Rennebohm, Robin Parkway, Van Hise-Hamilton Schools, will provide additional opportunities to enjoy for healthy living and natural environments.
- With the large concentration of seniors living in close proximity to N Segoe –Sawyer Terrace and the senior population using the West Senior

Center programs, enhance the bus stop amenities, street intersection, sidewalk system, and access for the elderly.

- Improve bicycle network by extension of marked bicycle lanes along N Segoe Road (400- 700 blocks) which upon completion would create a continuous marked bicycle lane along Segoe Road; explore pedestrian/bicycle crossing at University at N Segoe Road, including improving access to the Good Neighbor Trail; and explore a new east-west bicycle route along South Hill Drive.

### Pedestrian and Bicycle Improvements

- To address the safety issues in the Van Hise-Hamilton School area: 1) Conduct study to determine if a crossing guard at LaCrosse Lane and South Hill Road meets criteria for crossing guard placement; 2) Install speed boards and rapid flashing beacon during school hours on S Segoe Road; 3) Improve mid-block crossing on Bayfield Terrace (by pedestrian path) adjoining 4901 and 4902 Bayfield with enhanced crosswalk and signage; 4) Redesign median to allow for northbound vehicles to make left-hand turn into school property from S Segoe Road; and 5) Start up additional adult-led walking school buses.
- Install high visibility crosswalks at 1) N Segoe Road and Sawyer Terrace; 2) LaCrosse Lane and South Hill Drive; 3) Old Middleton Road and N Whitney Way; and 4) South Hill Drive and S Whitney Way.
- Install sidewalks along the north side of the 5200-5600 blocks of Regent Street. Four bus stops are located on the north side of the street without any boarding pads or sidewalks for transit riders.

- Install countdown timers to pedestrian signals at 1) N Segoe Road and Sheboygan Avenue; 2) N Segoe Road and Regent Street; 3) Heather Crest and N Midvale Boulevard; and 4) Old Middleton Road and N Whitney Way.
- Install pedestrian activated flasher and pedestrian flags at 1) Regent Street and Eau Claire Avenue; and 2) Mineral Point Road and Racine Road.
- Install pedestrian island at 1) Mineral Point Road and Racine Road; 2) Old Middleton Road and N Eau Claire Avenue; and 3) Vernon Blvd. and N Segoe Road to improve pedestrian and bicycle crossings.
- Add walk signals at 1) Mineral Point Road at S Whitney Way and 2) Mineral Point Road at S Rosa Road.
- Explore if South Hill Drive could serve as an east-west bicycle route, which would facilitate a connection to planned bicycle paths at Memorial / Jefferson Schools, Junction Road, leading to Military Ridge path.
- Improve pedestrian and bicycle connections along N Whitney Way and Old Middleton Road to the University Triangle Redevelopment and University Crossing. Consider reconfiguration of intersection at University Avenue and N Whitney Way, improving pedestrian safety at the free-flow right turn lane from University.
- Have a street-to-path crossing for bikes at N Whitney Way over to the path on the north side of University Avenue, rather than have bikes go through the intersection as pedestrians, by pushing the pedestrian button.
- Extend marked bicycle lanes along N Segoe Road (400- 700 blocks) which upon completion would create a continuous marked bicycle lane along Segoe Road.
- Explore pedestrian improvements at University at N Segoe Road, including improving access to the Good Neighbor Trail.
- Per University Avenue Corridor Study, install crosswalks and pedestrian center islands at Hilldale Way/Maple Terrace and University Avenue.
- At the time Hilldale Shopping Center proposes to improve its western edge, encourage 1) upgrade of the entrance on N Segoe Road; 2) create well-defined pedestrian movement through the parking lot; 3) improve existing or construct new stairway to Hilldale; and 4) complete the sidewalk system on the south side of Kelab Drive. A sidewalk exists on the north side of Kelab Drive but there are gaps in the sidewalk on the south.
- As part of a future redevelopment project at the southeast corner of N Segoe and Sawyer Terrace, determine the feasibility of installing a public access elevator to provide a safer connection for pedestrians and bicyclists to and from the Sawyer/Segoe area and the Hilldale Shopping Center.
- Improve bike facilities along Sheboygan Avenue in conjunction with the redevelopment of the WiDOT site, including location for B-Cycle station or other bike sharing facilities.
- Determine the feasibility to convert an existing public easement into a pedestrian path leading from Sheboygan Avenue to Rennebohm Park. A 20' public (sanitary and sewer) easement exists between 4801 and 4817 Sheboygan Avenue. Placement of the pedestrian path could be shifted to private property with agreement between the City and property owner.

## Street Improvements

- As part of the WiDOT site redevelopment, undertake a traffic study to determine, but not limited to the 1) impact of redevelopment to residential traffic patterns; 2) construction of new street and access points; including street extension to American Red Cross site; 3) improve transition of bike lanes and pedestrian crossing on N Segoe Road; and 4) siting of BRT stations and bicycle amenities. Construct roundabout at N Segoe and Sheboygan.
- In anticipation of the proposed redevelopment along Sheboygan Avenue, begin programming the redesign of the street to incorporate new street lighting (LED and pedestrian style lighting), bicycle lanes, and wider sidewalks. Work with property owners to enhance streetscape design in order to improve aesthetics and functions of the street. *See Sheboygan Avenue Concepts.*
- Study feasibility of right turn lane at Mineral Point Road and S Whitney Way, southbound on Whitney Way.
- Assess the feasibility of a right-in, right-out access from the University Triangle on to University Avenue.
- Restrict on-street parking on the SW corner of Regent and Eau Claire back about 75' or so to improve visibility of pedestrians crossing at this location.
- Conduct engineering studies to determine the feasibility of reducing the speed limit on Regent, N & S Segoe, and Sheboygan from 30 mph to 25 mph.
- Redesign Vernon Boulevard into a standard street width, with excess pavement converted into greenspace. Activate the greenspace with benches, events, or other community activities.



- Create a low maintenance planting plan for N Segoe Road. Plant low maintenance vegetation in the existing median. *See N Segoe Road Concepts.*

- Work with property owners to incorporate a car sharing vehicle in an existing or new development along Sheboygan Avenue or nearby.

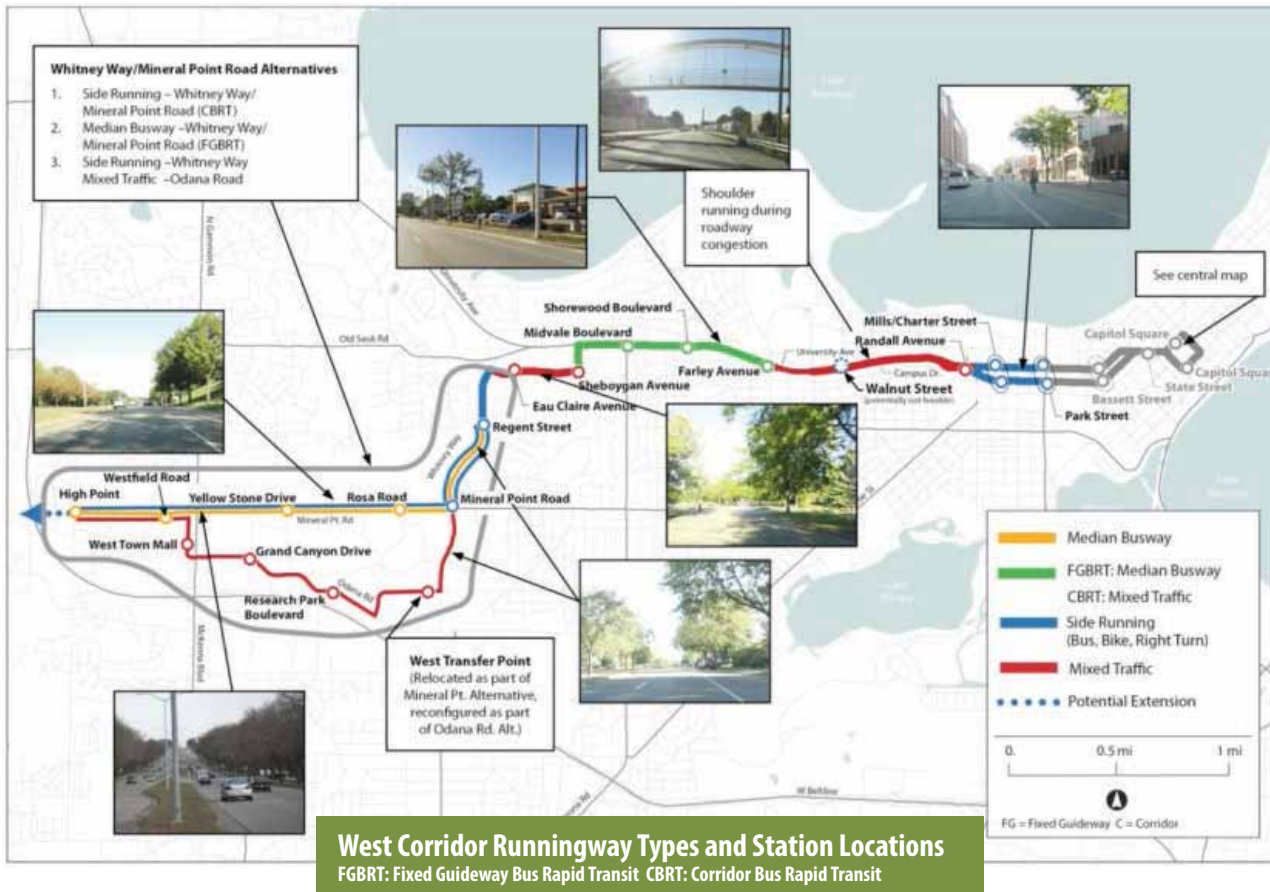
## Transit Improvements

- Continue to study the feasibility of the Bus Rapid Transit (BRT) System with BRT stations on Sheboygan Avenue.
- Study the feasibility of a small bus/trolley circulator with routes between Hilldale, West Senior Center, medical clinics and offices, and proposed BRT stations.

- Continue to expand Metro Transit service through additional routes and shorter headways to meet growing needs of residents and employees. A direct route to Sequoia Branch library along N Midvale Boulevard is desired.
- Improve bus stop accessibility and amenities including boarding pads, shelters, benches, and neighborhood information kiosks, and prioritize bus stops serving seniors. High

priority locations include N Segoe Road, south of The Gardens Senior Apartments, where a bus boarding pad, bus shelter, and benches would help serve this highly used bus stop.

- Add mid-block crossing on Regent Street between N Eau Claire Avenue and N Segoe Road and add a bus stop. Provide crosswalk, yield to pedestrian signage, and street or alternative lighting at bus stop and park paths.



## Bus Rapid Transit

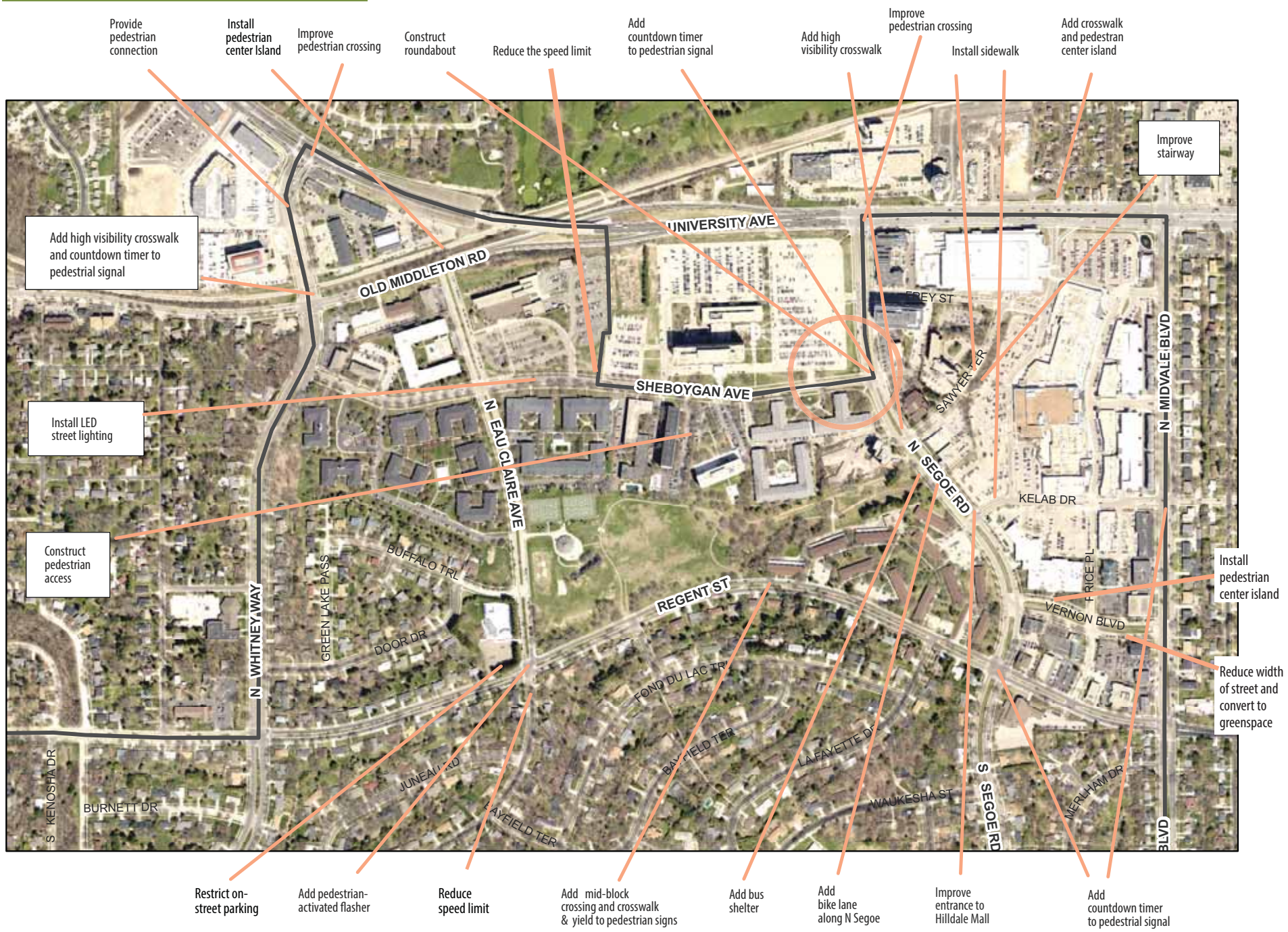
BRT is a frequent, high-capacity, limited-stop transit service that offers improved rider experience on busy travel corridors. It offers many similar advantages to rail transit, including reduced travel times, high capacity, operational efficiencies, attraction of new transit riders, and enhanced image.

Madison Transit Corridor Study: Investigating Bus Rapid Transit in the Area (2013) identified four corridors that are appropriate for BRT. The proposed West Corridor runs west from downtown Madison along University Avenue, Sheboygan Avenue, and Whitney Way, through the Hill Farms Neighborhood to the West Towne area. Two transit stations are proposed on Sheboygan Avenue at N Eau Claire Avenue and N Segoe Road, as well as on Whitney Way at Regent Street and Mineral Point Road.

There are a number of major sites within the West Corridor that have the capacity to add significant density, both residential and commercial. Implementation of BRT within this corridor could be the impetus for the development of some of these important sites.



# Map 9: Transportation Improvements (north)





# Map 10: Transportation Improvements (south)



- Periodic informational meetings with the West Senior Center, senior apartment managers, and service providers in the area would help inform seniors of transit availability.

## Parking Improvements

- Explore one-hour or two-hour residential parking restrictions to address commuter parking pressures on residential streets. Residential streets in the northern portion of the planning area are used frequently by employees or commuters.
- Implementation of the proposed BRT System will compound existing employee and commuter parking issues, and may include the loss of some parking on Sheboygan Avenue. Study feasibility and location of a Park and Ride on or near Sheboygan Avenue.

Maps 9 and 10 identify the location of transportation improvements.

## Housing Recommendations

Housing is an essential part of the fabric of the neighborhood. The plan recommends the maintenance of the existing housing stock as well as the development of new housing. The plan also recommends that a range of housing types, in terms of structure, ownership, and affordability, be available to meet the needs of variety of residents, from young to seniors and singles to families.

- The preservation and maintenance of existing homes is important to maintain the existing quality environment suitable for family life, and such efforts maintain the essential characteristic of this mature residential area. Efforts should be extended to preserve existing homes, with careful consideration given to replacement

structures. Replacement of principal structure through new construction or demolition of existing structure should be comparable to the size, scale, and design of existing structure.

- As new market-rate or mixed-use residential developments are proposed, work with the developer in the early stages to determine the feasibility of targeting a small number of these units as affordable for lower-income households by providing financial incentives through federal, state or city programs.
- One of the key goals for planning a multi-generational neighborhood is to provide a wide variety of housing types. While the neighborhood's capacity to provide additional detached single-family homes has been built out, there are a number of opportunities to provide other types of housing that would appeal to a range of residents. Refer to the Focus Areas section of the plan for the specific recommendations on the development of new housing.
- Encourage the ongoing maintenance and upkeep of private property, detached single-family, duplexes, condos, and multifamily. Provide periodic information to property owners on city rehab loan programs for owner and rental properties and State Historic Tax Credit Program for eligible properties as a means to encourage reinvestment in the housing stock.
- Investigate strategies and financial resources to increase and retain affordable housing units or naturally occurring affordable housing units over time.

## Accessory Dwelling Units

The City of Madison Zoning Code (Section 28.131 of Subchapter 281) conditionally allows accessory dwelling units (ADUs) in residential districts if requirements

are met. An ADU is a smaller, secondary residential dwelling that is either a separate structure, attached to the primary house, placed over the garage, or be part of the house (e.g. in the basement). For this planning area, 700 square foot floor area is the maximum size of an ADU. Per ordinance, either the primary home or the ADU must be owner-occupied.

The City of Madison zoning code includes specific regulations on the size, height and placement of accessory dwelling units in residential districts. With the newly approved National Historic District designation of University Hill Farms neighborhood, the additional criteria below is important to help retain the integrity of the mid-century architecture of the area.

- As part of the City of Madison conditional use permit review, consider the following criteria for ADU application in the planning study area:
  - Attached to the principal structure in the rear or in close proximity of the principal structure or in the rear yard. Avoid blocking the rear yard view shed (back yard) of the other principal structures in the residential block. An exception is if the lot topography provides a location where the structure is less likely to impact the mid-century architecture and/or it is secluded from adjacent property-owner principal structure.
  - No second story ADU over the garage unless the primary structure is of two stories or more.
  - The exterior finish material of an accessory dwelling unit shall match the type, size, and placement of exterior finish material of the principal structure.
  - The roof pitch should match the predominant roof pitch of the principal structure. No protruding roof plane should be visible from the street.



- Trim and projecting eaves should match those of the principal structure.
  - Windows should match those in the principal structure in proportion (relationship of width to height) and orientation (horizontal or vertical).
  - Protect mature trees with any new construction, if feasible.
- Request the University Hill Farms Neighborhood Association, in conjunction with the University Hill Farms Architectural Review Committee, to review and consider revising the University Hill Farms covenants to allow ADUs with agreed upon design guidelines. Presently, a property-owner can be granted a conditional use permit from the City to construct an ADU; however, they might be in noncompliance with the architectural covenants.

## Economic Development Recommendations

The health of a neighborhood depends on a stable and strong economic base that creates the opportunity for quality employment opportunities in the neighborhood. The plan recommends the continued support of existing businesses as well as the development of new office and retail, particularly neighborhood retail, to promote continued economic health of the neighborhood. Please refer to the Focus Area section of the plan for specific recommendations on the development of new commercial and retail space.

- Hilldale Shopping Center is a regional mall and while it serves some neighborhood retail and service needs, e.g., grocery, its focus is on meeting the needs of the regional market place.

The neighborhood would benefit from some neighborhood-oriented retail and services. Neighborhood-oriented retail and services should be included in the University Triangle redevelopment site as well as the TOD redevelopment on the American Red Cross site, such as dry cleaners, day care, and coffee shops.

- Expand Tax Increment Finance District 41 to support and facilitate the redevelopment of the American Red Cross site, private development on the WiDOT site, transportation infrastructure, and pedestrian, bike, and streetscape improvements. Tax Increment Finance Districts (TIF) allow the new tax increment created by

new development to be used for infrastructure improvements within the district as well as financial support for private development that would be economically unfeasible without the use of TIF funding.

- Preserve neighborhood-friendly and accessible locations for both farmers' markets at Hilldale and the WiDOT site redevelopment, respectively.
- Work with the neighborhood businesses to establish a University Hill Farms Business Association.



Farmers Market

## Natural and Agricultural Resources

Natural and agricultural resources are an important and valued element of the neighborhood landscape that need to be protected and preserved. In this case, the Emerald Ash Borer infestation and the location of community gardens are the drivers of the recommendations.

- Encourage greater diversity of plants and trees throughout the neighborhood.
- As additional threats, similar to the Emerald Ash Borer, are identified, be proactive in implementing strategies to combat the threats.

### Emerald Ash Borer

- Continue the neighborhood-based program for inventorying ash trees and other tree species located on private property.
- Work with Van Hise, Hamilton, and Glenn Stevens schools on the process to inventory ash trees on school property. Encourage the engagement of the school children in the project.
- Develop a communication plan to share available information regarding the Emerald Ash Borer and any future threat and treatment strategies with neighborhood residents. Encourage neighborhood residents to follow city recommended protocols.
- Develop a proactive plan to diversify tree species and address the potential loss of ash trees on Segoe Road, Garner and Rennebohm Parks, and 301 S Whitney Way.
- Promote the City of Madison Adopt-a-Park Tree program for treating ash trees in the park

## Emerald Ash Borer Mitigation

A native of China, Emerald Ash Borer (EAB) is an exotic beetle that has killed tens of millions of ash trees in the United States. While EAB adult beetles cause little damage, EAB larvae feed on the inner bark of ash trees, disrupting the tree's ability to transport water and nutrients. In November, 2013, Dane County was quarantined for EAB after evidence of the insect was found in Warner Park on the north side of Madison.

The City of Madison has adopted a plan to treat ash trees located on public property and makes the following recommendations:

1. Implement a chemical treatment program for terrace trees 10 inches in diameter at breast high (DBH) and above, excluding trees in poor condition or under power transmission lines.

system. The program allows residents to select specific ash tree(s) in a public park, privately pay treatment expenses working with City officials and contractors that are licensed by the City to chemically treat Ash trees.

### Community Gardens

- Identify potential additional locations for community gardens on city-owned land.
- Support relocating the Sheboygan Avenue Community Garden as close as possible to current gardeners to limit the transportation challenges they would face.
- Develop design and maintenance rules and regulations for the new community garden(s) to ensure quality, design and upkeep that all can enjoy.

2. Preemptively remove Ash street trees in poor condition or structurally compromised.
3. Remove Ash street trees designated in poor condition or that are under high voltage electrical transmission lines during infrastructure maintenance projects.
4. Provide property owners with the option of chemically treating publicly-owned trees located in Madison parks, at their own expense, through an Adopt-a-Tree program, that preserves legacy or high value trees and preserves tree canopy for environmental, economic, or social reasons.



Protect Urban Forests



## Historic and Cultural Resources

The University of Wisconsin ownership, and later the planned development of the neighborhood in partnership with the City, was a major impetus to move forward in determining if this area was historically significant. The City of Madison received a grant from the State of Wisconsin Historical Society to prepare a historic nomination for the National Register of Historic Places. In November 2014, the Wisconsin Historic Preservation Review Board approved of University Hill Farms as a national historic district. Property-owners of residential and commercial properties are now eligible to receive Wisconsin Historic Tax Credits on eligible, pre-approved improvements. State tax credits will help defray the costs of sometimes expensive improvements and updates to historic structures. See Map 29: University Hill Farms National Historic District.

- Inform property-owners within the boundaries of the approved University Hill Farms National Register Historic District of their eligibility to receive State of Wisconsin tax credits for pre-approved, eligible improvements for historic building rehabilitation.
- Pursue landmark status for individual buildings deemed eligible.



Mid-century modern home

## Parks and Open Space Recommendations

Parks and open space provide neighborhood residents with formal and informal places in which to recreate, relax, and enjoy the outdoors. The neighborhood requires well located parks and open space opportunities with a variety of amenities in order to ensure that all residents have adequate access. The plan recommends the expansion and improvement of the neighborhood parks in order to meet the growing needs of residents.

### University of Wisconsin Greenway

- Engage the University of Wisconsin to improve, maintain, and program the greenspace at 301 South Whitney Way. Ensure that the nine adjacent neighbors are consulted as part of the process.



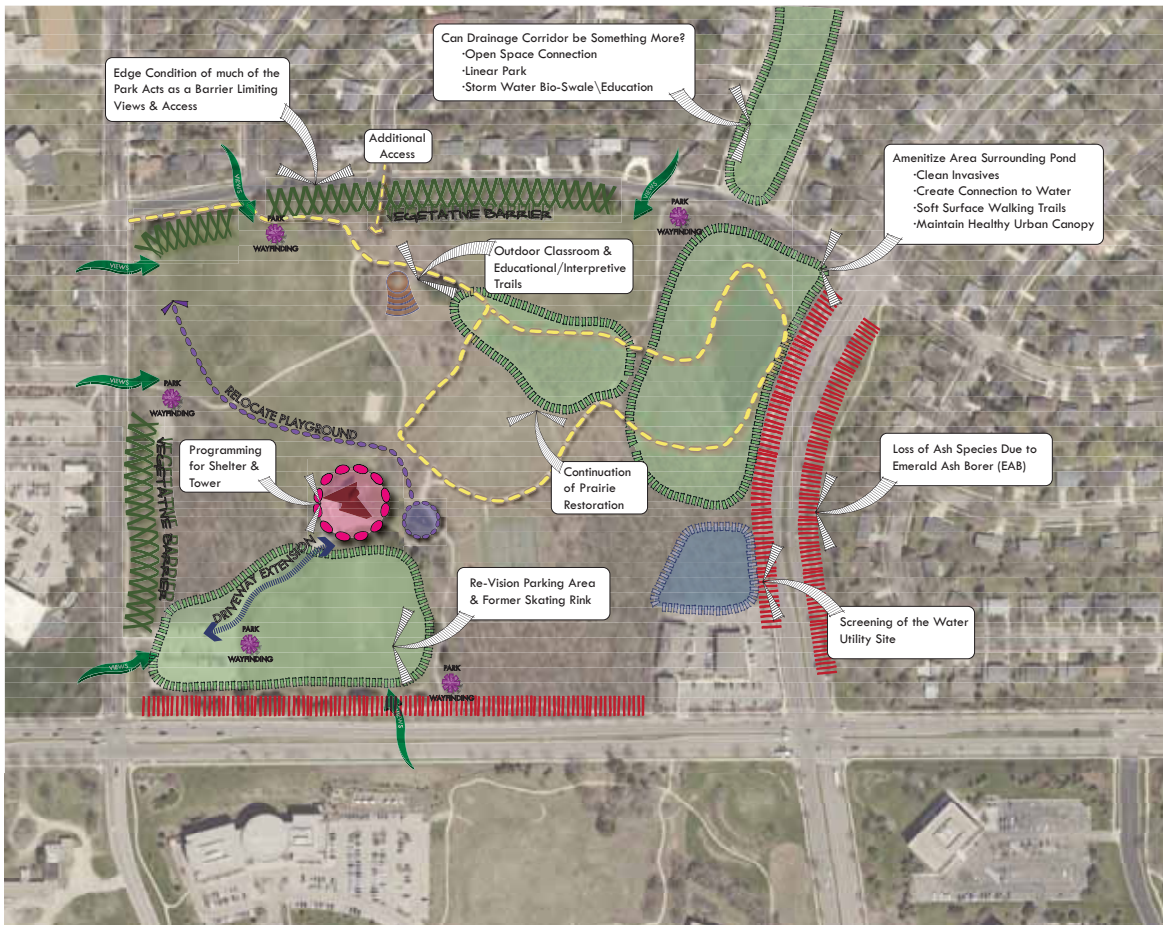
Garner Park Retention pond



## Mid-Century Modern Architecture

Many homes in University Hill Farms exhibit characteristics of mid-century modern design which was popular between 1950 and the late 1970s. Characteristics include low pitched gable or shed roofs, flat wall planes, deep overhanging eaves, the use of two or more exterior materials, expressed structural elements, large windows, and an integration of the building design with the landscape.

# Garner Park and Kenosha Greenway



## Garner Park Recommendations

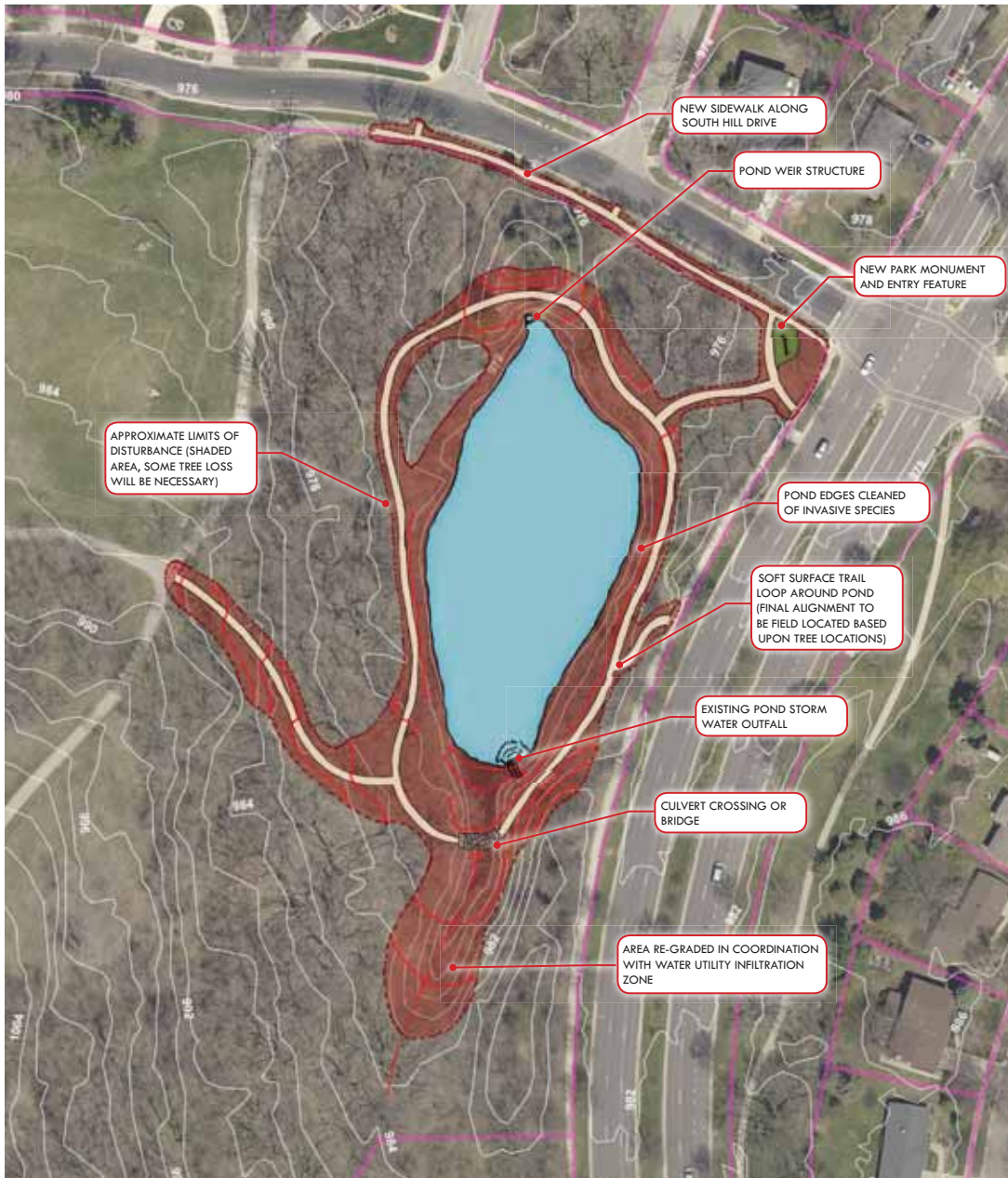
- Establish a *Friends of Garner Park* to initiate and work with Madison Parks, Madison Park Foundation, and UHFNA on park improvements.
- As part of the Garner Park Master Plan, consider the following while reviewing the Garner Park Master Plan: 1) Increase activity and shelter use by coordinating food carts with possible shelter renovation to accommodate retail services, such as a seasonal café or restaurant; 2) Install wayfinding signs identifying the park entrance and informing park users of recreational opportunities; 3) Continue prairie restoration with removal of invasive shrubs/trees and controlled burnings; 4) Create additional access point from South Hill Drive with selected pruning or removal of shrub/trees; 5) Create a new walking path to access the retention pond and remove invasive shrubs/trees; 6) Relocate playground area closer to South Hill Drive; 7) Create an outdoor education classroom and interpretive trails in partnership with Glenn Stephens Elementary School; and 8) Identify potential location for a community garden in Garner Park.
- Provide additional opportunities for programming at Garner shelter. Grant public access to the tower for special or scheduled events to supplement existing activities and events.

One of Madison’s most unique park shelters is located at Garner Park. The shelter, designed by Stuart Gallagher, who also designed Olbrich Conservatory, is located on a knoll, providing spectacular views of the west side from the tower. The 42-acre park is divided into several large playfields, basketball and tennis courts, and a restored prairie. The northeastern corner of the park has a storm water detention pond, currently hidden by

the dense growth of hardwoods and invasive tree species. Clearing out invasive tree species and creating a low impact, soft path around the detention pond would provide additional recreational activity. The vastness of the park would benefit from a way finding system to direct park users to all of the activities offered. Additional public input will be solicited at the time park improvements are proposed.



## Garner Park and Kenosha Greenway



- Improve Garner Park retention pond through the installation of a soft surface loop trail with amenities such as benches and bird houses. Field locate the trail to minimize disturbance and tree loss.
- Install sidewalk on the south side of South Hill Drive from S Kenosha Drive to S Whitney Way to connect with the existing sidewalk system and improve pedestrian crossing on S Whitney Way at South Hill Drive.
- Work with Madison Water Utility to maintain vegetative buffer and screening if the proposed well site is constructed at 320 S Whitney Way.

### South Kenosha Drive Greenway Recommendations

- Provide educational kiosks on storm water and ecosystem management.
- Clear invasive and overgrown shrubs and trees.



## Rennebohm Park

Named after Oscar Rennebohm, the 32nd Governor of Wisconsin, this 20-acre park is situated in a densely populated area of the neighborhood. It serves the single-family residential neighborhood to its south and the multifamily apartment neighborhood to its north. The playfields, tennis courts, and shelter are in high demand. In addition, the residents living in senior housing nearby use the pedestrian paths frequently. New multifamily housing units are projected to be built in the northern portion of the neighborhood, increasing the demand for greenspace in the future. See Section VI: Detailed Focus Area –Karen Arms.

- Establish *Friends of Rennebohm Park* to initiate and work with Madison Parks, Madison Park Foundation, and UHFNA on park improvements. Work with Parks Foundation to establish tax deductible account, fundraising plan, and funding sources.
- As part of the review of Rennebohm Park Master Plan, consider incorporating the following improvements: 1) Increase activity and use of the shelter by coordinating food carts; 2) Rehabilitate the shelter to accommodate retail services, such as a seasonal café or restaurant; 3) Add seating area near the shelter, playing fields, and tennis courts, and benches along existing path system; 4) Provide path lighting and additional walking paths, especially if park expansion occurs; 5) Provide new or enhanced



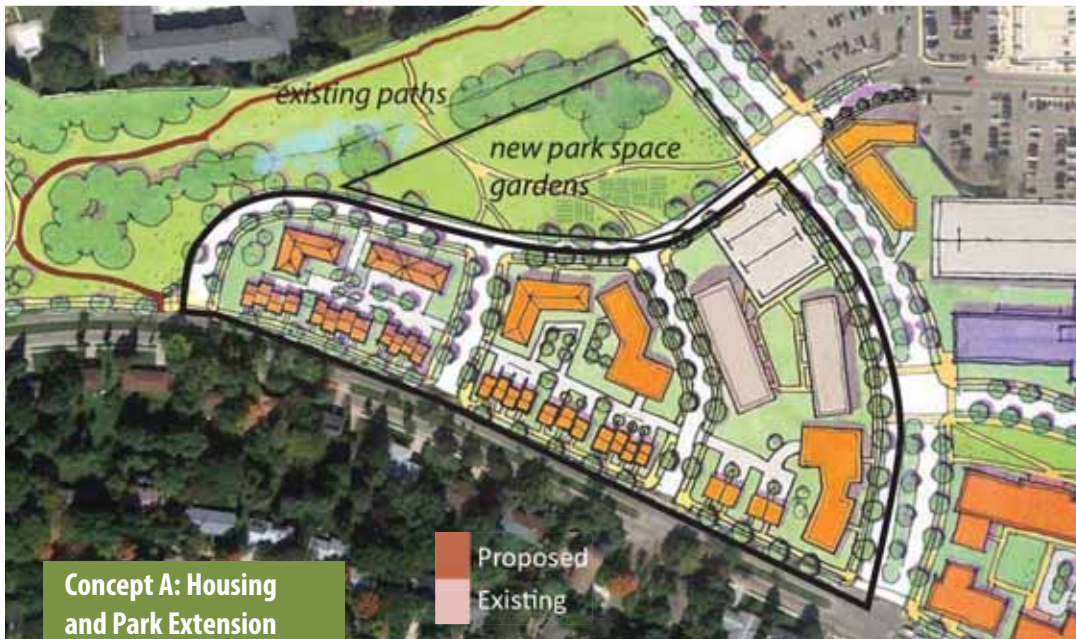
Perspective Rennebohm Park

programming activities, in and around the shelter, especially activities to attract residents such as Meet & Greet events, Book Mobile, etc.; 6) Improve entrance to the park at the corner of Regent Street and Eau Claire Avenue with public art and landscaping to distinguish it as the main entrance and a gateway feature of the neighborhood.

- Inventory and prepare a tree replanting plan for Rennebohm Park which diversifies tree species. As part of this effort, work with neighborhood residents to start an Adopt a Tree Program for the treatment of healthy, high value ash trees. Over 90% of the tree species in the park are Ash which makes it highly vulnerable to Emerald Ash borer.



## Rennebohm Park



- Determine the feasibility of restoring the drainage way on the eastern edge of Rennebohm Park to a water retention area with high quality habitat and low impact paths.
- Provide access from Sheboygan Avenue to the park by converting the 20' public easement, or other agreed upon location, into a pedestrian path. Access point onto Sheboygan should be coordinated with the WiDOT redevelopment.
- When the Karen Arms property redevelops, determine the feasibility of acquiring and expanding Rennebohm Park to accommodate recreational activities, such as community gardens. Additionally, this scenario could provide the opportunity to develop new, potentially affordable housing along Segoe Road, roughly between Regent Street and Kelab Drive.
- When the multifamily properties along Sheboygan Avenue are ripe for redevelopment, create a new street layout to divide the existing block structure into several smaller blocks with access points to the park from Sheboygan Avenue. See Sheboygan Avenue: Long-term Concept, pg. 36.





*Tin Fish Restaurant, Lake Harriet Bandshell, Minneapolis, MN*



*Food trucks, UN Plaza, San Francisco, CA*



*Food truck ping pong tournament, Arts District, Dallas, TX*

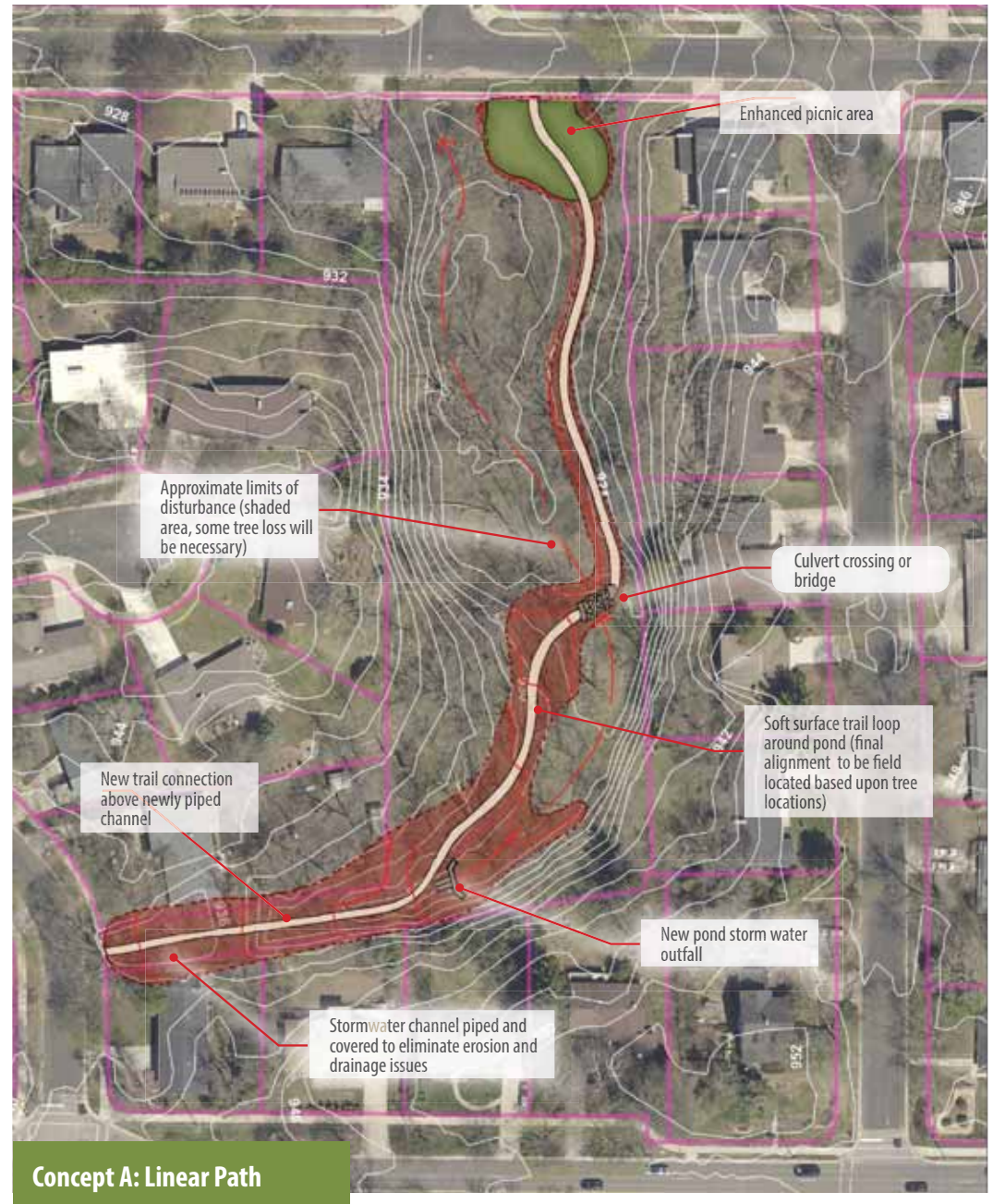


# Robin Greenway

Steep slopes along the drainageway makes the linear greenway unusable except for a small grassy area on its northern end. Within the next decade, repairs to the drainageway will be necessary. Installing storm sewer, filling, and grading the existing drainage area would result in a level area, making it practical for a low impact, soft path system to transverse from Orchard Drive to Gregg Road. Other erosion control measures should be explored in the short term, such as rip-rap.

## Bird Flyover Area

Trees and shrubs are the critical components of a bird sanctuary. They provide layers of foliage, flowers, fruits, seeds and cover. A variety of habitats can be created by planting trees and shrubs in different sized clusters with intervening grassy areas. Building wooden nesting boxes or other birdhouses could be a local project facilitated by the schools or community groups.





# Robin Greenway



## Recommendations

- Create a picnic area at the entrance to Robin Parkway at 4609 Gregg Road (at St Croix Lane) and install curb cut into park area from Gregg Road at St. Croix Lane.
- Replace existing stormwater channel by piping the channel, creating a low impact trail from Orchard Drive to Gregg Road. Field locate the trail to minimize disturbance and tree loss. Investigate creating a stormwater retention pond and vegetative habitat to attract birds.
- Clear invasive and overgrown shrubs and trees at 338 Orchard Drive and Robin Greenway.
- Work with adjacent neighbors, Van Hise/Hamilton Schools, and WDNR to develop a bird sanctuary flyover project and/or other wildlife habitat improvements.



**Concept B: Picnic Area with Water Feature**



# Segoe Road

## Street Improvements

Segoe Road is one of the north-south collector streets that runs through the planning area. Ash trees are heavily planted in the street terrace and are expected to be impacted by the Emerald Ash borer over the next decade. A 25-foot boulevard (which is planted in grass) separates the traffic lanes. A large storm water pipe runs down center median. Neighbors would like to enhance the stretch of Segoe Road to accomplish several objectives: 1) preemptively remove ash trees in poor condition and chemical treatment of healthy ash trees with selective replacement annually to minimize the impact of the eventual loss of the canopy; and 2) make it more attractive with vegetative plantings which could serve as a traffic calming measure to emphasize highly used intersections, especially by the Van Hise and Hamilton schools. Low maintenance cluster plantings at the end caps (intersections) with low-maintenance plantings throughout. If feasible, explore edible landscapes. Plantings should be low to the ground so not to obscure visibility.



Primary Intersections - Phase One enhancements can target these more visible intersections



Secondary Intersections - Phase Two enhancements can layer additional intersections



Median planting areas



Existing view



End cap planting with low maintenance vegetation.



# Segoe Road

South



North



Median plantings provide interest during the four seasons but require low maintenance with limited to no mowing.



## Community Facilities

Community facilities and connections provide the services and infrastructure to meet the needs of neighborhood residents. Community facilities, such as schools, serve as anchors for the neighborhood and a center for neighborhood activities.

- Identify additional location for a University Hill Farms neighborhood sign.
- Work with Madison Police Department on ways in which to improve neighborhood safety.
- Explore the feasibility of a neighborhood watch.

## Glenn Stephens School

- Develop a stronger relationship with Glenn Stephens Elementary by publishing school newsletter articles, soliciting residents to volunteer at the school, and inviting residents to school events.

## Van Hise and Hamilton Schools

- As one of the neighborhoods major assets, the public infrastructure, uses, and activities for the Van Hise and Hamilton Schools property could be enhanced to meet a broader base of community needs. The goal of these improvements

would be to not only enhance the use of the property by students, but also to activate the school property throughout the week and after school hours for all neighborhood residents to enjoy.

- Prepare a master plan for Van Hise and Hamilton School open space. As part of the master plan, determine educational and recreational opportunities which would benefit the school community as well as the neighborhood.

During the planning process the following improvements were identified:

- Develop tot lot on S Segoe Road near the driveways entrance to the school.



Shades Mountain Elementary School  
Outdoor Classroom, Birmingham, AL



Manassas Park Elementary School  
Outdoor Classroom, Manassas Park, V

- Provide mile run path around the school grounds.
- Develop a shaded outdoor classroom with seating area.
- Provide new basketball court in proximity to school Prairie. Ensure that basketball court does not impinge on Prairie.
- Provide a small soccer field for younger kids' school and league play.
- Identify location for potential new community gardens. Possible locations include terracing along the right side of the drive off of S Segoe Road or the southern edge of the school property.

## Safety

- To improve pedestrian safety, separate bus and car drop off areas. Parent drop off to occur at the east side entrance of the school off of S Segoe Road. Bus drop off to occur on west side entrance of the school on Waukesha Street. Improve parent drop off area to provide landscaped turn around. Provide a clear pathway from the parent drop off area to the Van Hise entrance. Widen sidewalk in front of school on Waukesha Street to better accommodate loading and unloading of school busses. Consider use of alternative pavements, including permeable paving.
- Add table top on school drive from S Segoe Road to provide traffic calming and improve pedestrian safety for kids crossing.
- Provide sidewalks on both sides of the school drive off of S Segoe Road.

- Consolidate parking lot at the south west corner of the school off of Waukesha Street. Ensure newly configured parking lot to the south east of the school is adequately sized to accommodate these lost spots.

## Aesthetics

- Screen the view of the delivery and dumpster area from Waukesha Street.
- Enhance entrances to the school through more prominent entryway and signage.

## Westside Senior Center

- Develop a new and expanded senior/ community center in conjunction with the redevelopment of the Sawyer Segoe site for senior housing to serve the growing population of seniors, including existing residents wishing to age in place.
- Provide a larger, safer, and more accessible stairway access to Hilldale Shopping Center as part of Sawyer Segoe redevelopment.
- Explore an intergenerational program with the senior center and Glenn Stephens, Van Hise and Hamilton schools.
- Work with Hilldale and other retailers in the area to identify ways to accommodate the senior population, especially those with memory and mobility challenges.

## Schools and Neighborhoods

- Establish a new neighborhood-based association in the multifamily areas or expand the



University Hill Farms neighborhood association to incorporate the multifamily areas into the existing neighborhood association.

- Establish a working relationship in which centers of worship, nonprofits, schools and abutting neighborhood associations communicate and work together on joint activities and projects.

## Utilities

The neighborhood's utilities provide the infrastructure to maintain a safe neighborhood in terms of storm-water management and lighting.

- The central residential portion of University Hill Farms was originally constructed without a storm-water sewer system. The lack of a storm-water system is a contributing factor in the ongoing storm-water management issues. Over time, as the streets are reconstructed, a storm-water system will need to be constructed.



- Evaluate the need to replace existing storm-water pipes and water mains as the opportunity occurs as a result of street reconstruction. High priority areas include: Buffalo Trail, Lafayette Drive, Langlade Lane, Marathon Drive, and South Eau Claire Avenue.
- Identify and construct a redundant water supply.
- Work with the neighborhood to identify areas in need of improved street lighting, especially in proximity to major pedestrian crossing and thoroughfares used by children and residents of all ages and abilities. Initiate petition for additional street lighting where needed. Specifically, improve lighting on 1) S Segoe Road by the entrance of Van Hise-Hamilton schools, 2) Sheboygan Avenue, 3) N Segoe Road by Rennebohm Park path, 4) Rennebohm Park path leading into the park from N Segoe Road, and 5) other-highly used bus stops.

## Rain Gardens

- Encourage the use of rain gardens as part of new developments or public projects to meet the city storm-water requirements.
- Develop a communication plan to share available information regarding Rain Gardens with neighborhood residents.
- Encourage the development of rain gardens on private property.

## Intergovernmental Cooperation

Intergovernmental cooperation creates the opportunity for improved planning processes and a sharing of infrastructure costs.

## Placemaking



As defined by the Project for Public Spaces, “placemaking” is both an overarching idea and a hands-on tool for improving a neighborhood, city or region. Its purpose is to inspire people to improve their community and public spaces in order to strengthen the connections between people and shared places. At its core, placemaking is the concept of building communities around places.

Defining a sense of “place” shouldn’t be costly or design-intensive. It should be inexpensive, easy, and fun. As University Hill Farms plans for its future, fostering community by bringing residents, business owners, and service providers together to define how shared spaces can be used will help to ensure that the uses of community and open spaces is maximized in simple and accessible ways.

- Coordinate transportation, storm water, and other infrastructure improvements with the Village of Shorewood Hills.
- Coordinate infrastructure improvements, development, and transit improvements in proximity to the WiDOT site with the Wisconsin Department of Administration and the Wisconsin Department of Transportation.
- Coordinate joint review of major development or public improvement projects with abutting neighborhood associations.

## Placemaking & Community Building

- Identify opportunities for place making throughout the neighborhood that will appeal to a variety of residents, young and old, students and families. Initiate two to three place making events.
- Work with the property owners and managers of the apartments on Sheboygan to identify opportunities to partner on place-making opportunities to enliven the area and engage the community. Establishing a Neighborhood Improvement District is one means to fund physical and placemaking activities in the area.
- Build a communication network between University Hill Farms Neighborhood Association, Glenn Stephens, Van Hise, and Hamilton Schools, West Senior Center, centers of worship, multifamily property owners, and the larger property owners such as CUNA, Hilldale Shopping Center, UW Research Park and WiDOT. Information sharing to collaborating on joint activities/projects would strengthen the entire community.

## SECTION IX: Plan Implementation



The University Hill Farms Neighborhood Plan was introduced to the Madison Common Council on July 21, 2015 and adopted on January 5, 2016. The plan is now part of the City's Comprehensive Plan. It is a framework for lead implementation agencies and organizations to improve the University Hill Farms planning study area. Lead implementers will incorporate neighborhood improvement projects in capital or operating budgets and work plans. Other implementation tools may also be used such as the City of Madison's Tax Incremental Finance District #41, WHEDA Tax Credits, and public and private grant monies.

### **Inclusion of Projects in City of Madison Operating and Capital Budgets**

The University Hill Farms Neighborhood Plan recommendations provide direction for proposed improvements and the implementation strategies provide a framework for action. Implementation strategies include the lead implementers and partners, estimated costs, and a general timeline for completion. Plan implementation of neighborhood projects and programs is contingent upon available resources. Policy makers are responsible for the allocation of resources for the entire City and thus funding for the University Hill Farms Neighborhood Plan recommendations will be weighed against other worthy projects citywide. Because of scarce resources, it will be important to understand that City/public funding of proposed improvements is, and will be, in competition with existing projects, and in many cases, will require special earmarking of funding to undertake projects as well as ongoing maintenance costs. Securing funding from outside sources, leveraging funding

with other available funding, or dovetailing proposed new projects with planned projects will help in implementing the desired activities and projects.

### **Monitoring of Plan Implementation**

As part of the adoption process, the Department of Planning and Community & Economic Development Planning Division will submit status reports to the Common Council on plan recommendation implementation. It will be important for the neighborhood to strategically campaign for plan implementation. It is crucial that neighborhood associations develop a strategy for plan implementation. Governmental officials, City departments, and non-profit organizations must be strategically approached for funding during their annual budget cycles.

### **Priority Recommendations**

The University Hill Farms Neighborhood Plan focuses on short-term to long-term improvements to the area. Priorities for the neighborhood are plan recommendations that will promote and/or enhance the neighborhood in the following areas:

#### **WIDOT Redevelopment**

- Work with the State Department of Administration on the redevelopment of the 21-acre WIDOT site (pg 23)

#### **Safe Biking & Walking to Schools (in ranked order)**

- Install pedestrian activated flasher and pedestrian flags at Regent Street and Eau Claire Avenue and Mineral Point Road and Racine Road (pg 49, 51, 52)

- Install speed boards and rapid flashing beacon on S Segoe Road (pg 48, 52)
- Conduct a study to determine the need for a crossing guard at LaCrosse Lane and South Hill Road (pg 48, 52)
- Landscape S Segoe median and end caps (pg 64)
- Allow vehicular left-hand turn into Van Hise and Hamilton school property from S Segoe Road (pg 48, 52)
- Improve mid-block crossing on Bayfield Terrace with enhanced crosswalk and signage (pg 48, 52) adjoining 4901 and 4902 Bayfield Terrace.
- Start-up additional Walking School Buses (pg 48)

#### **Multimodal Transportation Options (in ranked order)**

- Install right-turn lane at Mineral Point and S Whitney Way (pg 49, 52)
- Improve multiple pedestrian crossings of University Avenue (pg 49, 51)
- Mark bicycle lanes along N Segoe Road, improve pedestrian/bicycle crossing at University at N Segoe Road, create new east-west bicycle route along South Hill Drive (pg 49, 51, 52)
- Improve pedestrian crossings at N Whitney Way at South Hill Drive (to Garner Park), Mineral Point at Racine (to bus stops and to school), Regent Street at S Eau Claire (to Rennebohm Park and Hill Farm Swim Club), Old Middleton Road at N Eau Claire (leading to the Good Neighbor Bike Path), N Segoe at Sawyer Terrace (leading to Hilldale Shopping Center and to the Post Office), and University Avenue at N Whitney Way and at N Segoe Road (pg 48, 51, 52)



- Install missing sidewalks segments on Regent and South Hill, new walking paths in Garner Park, Rennebohm Park, Robin Parkway, and Van Hise-Hamilton school, and new pedestrian path connecting Sheboygan Avenue to Rennebohm Park (pg 48, 51, 52, 57, 58, 60, 62, 63, 66)
- Reduce posted speed limit on Regent, N & S Segoe and Sheboygan from 30 mph to 25 mph (pg 49, 51, 52)
- Implement the proposed Bus Rapid Transit (BRT) system with stations and Park & Ride facility (pg 49, 50)

**Sheboygan Avenue as a Pedestrian-Friendly, Complete Street (in ranked order)**

- Create a cohesive streetscape design for Sheboygan Avenue with new street lighting, bicycle lanes, bicycle-sharing facilities, bus stop shelters/amenities, wider sidewalks, pedestrian connection to Rennebohm Park, and traffic calming measures (pg 33-36, 49)
- Construct a roundabout at the intersection of Sheboygan Avenue at N Segoe Road (pg 36, 49, 51)
- Construct a pedestrian path from Sheboygan Avenue to Rennebohm Park (pg 35, 49, 51)
- Implement the proposed BRT (Bus Rapid Transit) system with stations at N Segoe Road and N Eau Claire Avenue (pg 36, 49, 50)
- Reduce posted speed limit on Sheboygan Avenue from 30 mph to 25 mph (pg 35, 49, 51)

**Preserve, Protect and Diversity the Urban Canopy (in ranked order)**

- Prepare a tree replanting plan for Rennebohm Park and promote Adopt a Tree Program for the treatment of healthy, high value ash trees (pg 55, 59)
- Continue the neighborhood-based program for inventorying ash trees and other tree species located on private property (pg 55)
- Communicate information regarding the Emerald Ash Borer and any future threat and treatment strategies with residents (pg 55)
- Diversify tree species and address the potential loss of ash trees on Segoe Road, Garner and Rennebohm Parks, and at 301 S Whitney Way (pg 55, 56)

**Age-Friendly Neighborhood (in ranked order)**

- Improve access and mobility for the elderly by 1) installing bus boarding pad, bus shelter, and benches at N Segoe Road, south of The Gardens Senior Apartments; 2) installing sidewalks on the east side of Sawyer Terrace leading to Frey Street; 3) installing countdown timers to pedestrian signals at N Segoe Road and Sheboygan Avenue; N Segoe Road and Regent Street; Heather Crest and N Midvale Boulevard; and Old Middleton Road and N Whitney Way (pg 48, 49, 50, 51)
- Provide age friendly recreational amenities at Rennebohm Park such as benches along walking paths, benches and tables with shade protection, outdoor age friendly equipment, and path lighting (pg 59, 60)

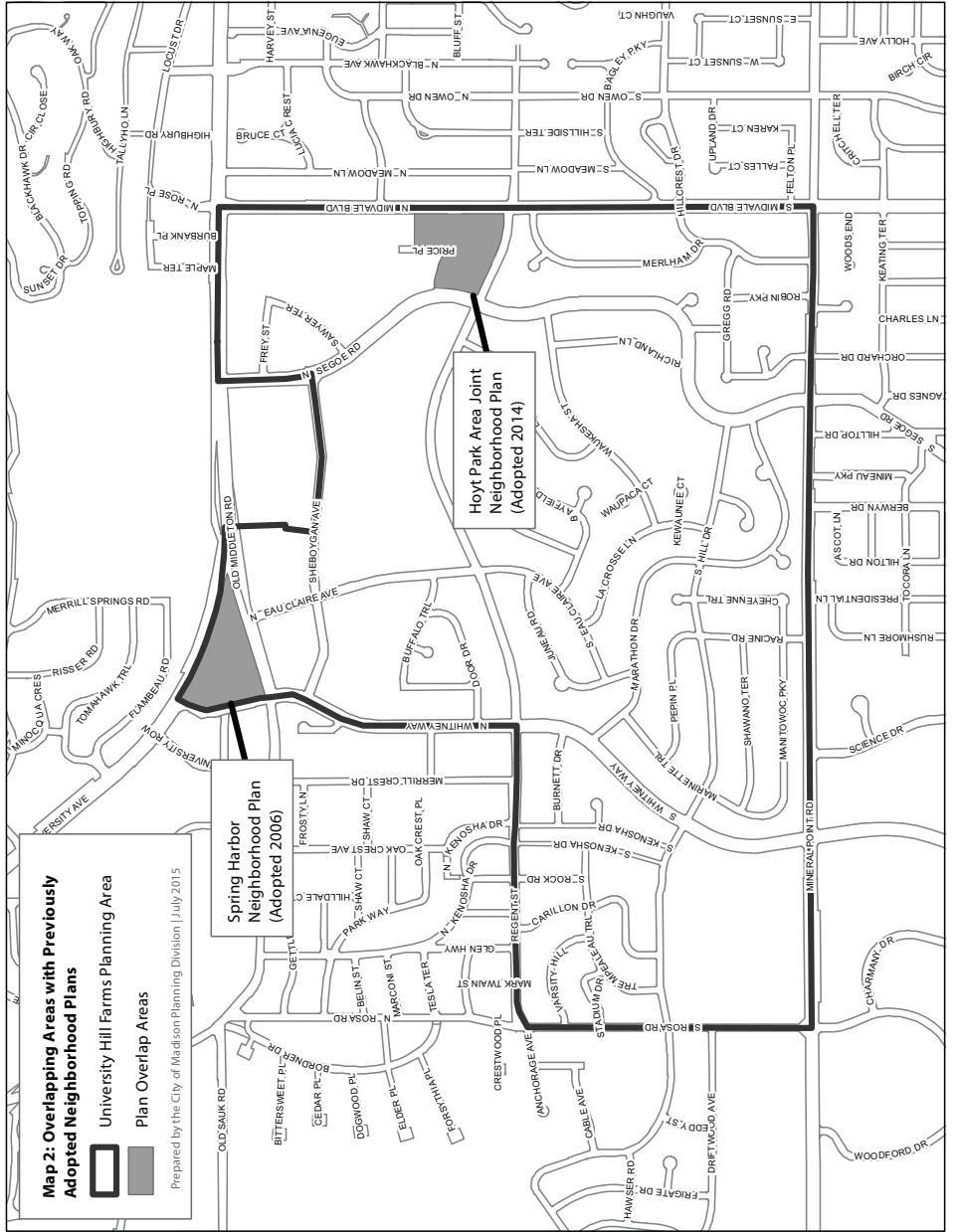
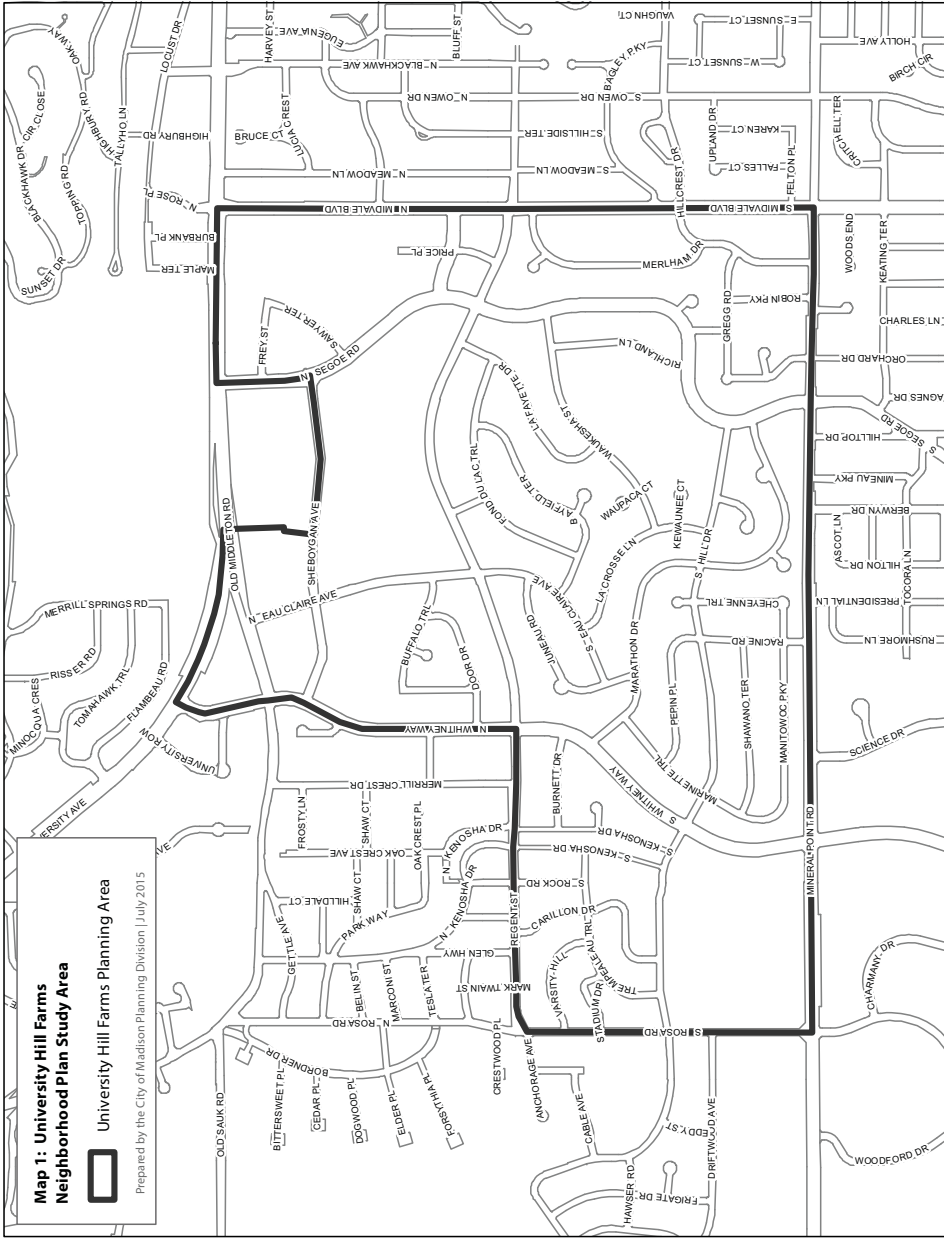
- Develop a new and expanded senior/ community center in conjunction with the redevelopment of the Sawyer-Segoe site for senior housing. Provide a public elevator and/or larger, safer, and more accessible stairway access to Hilldale shopping center. (pg 38, 39, 67)
- Work with Hilldale and other retailers in the area to identify ways to accommodate the senior population, especially those with memory and mobility challenges (pg 67)
- Start an intergenerational program with the West Side senior center and Glenn Stephens, Van Hise and Hamilton schools (pg 67)
- Hold periodic informational meetings with the West Senior Center, senior apartment managers, and service providers in the area would help inform seniors of transit availability (pg 50)
- Add direct route to Sequoia Branch library along N Midvale Boulevard and a small bus/ trolley circulator to connect with Hilldale, West Senior Center, medical clinics and offices, and proposed BRT stations (pg 50)

**Placemaking**

- Activate opportunities within the neighborhood such as Food Carts, Book Mobile, especially at the local parks (pg 59)

**Safety**

- Start-up neighborhood watch and other initiatives to build relationship amongst residents (pg 66)





# Appendix A: Demographic Profile



## Population Characteristics

The major source of demographic information is the US Census, a comprehensive study undertaken by the federal government every ten years and the American Community Survey (ACS) which samples a small percentage of the population every year. University Hill Farms planning study area lies within Census Tract 3 and a portion of Census Tract 2.01, Block Group 1.

## Population

According to the 2010 Census, University Hill Farms planning area had a total of 5,776 persons. Over the last twenty years, the planning area population has increased only 5.2% compared to 22% for the city.

## Population Density

The planning area had a higher population density per acre than the City: 11 persons per acre compared to 5 persons per acre, respectfully. The greater density is mainly due to the large concentration of persons living in the multifamily areas located in the northern part of the neighborhood.

## Age and Gender

Table 1A compares the age of persons living in the planning area with the City. The University Hill Farms planning area had a lower percentage of population younger than 20 years (15% vs. 22% citywide) and an unusual larger percentage of the population in the 25-29 year age range (16% vs. 11% citywide). A significant portion of the 25-29 year old population are

living in the multifamily areas located in the northern portion of the planning area. Another significant difference in the age profile is that of persons 65 years or older. The planning area population 65 years or older was 19% (1,082 persons) compare to 10% citywide, among which the percentage of those over 75 year old (640 persons) was more than double the percent of the City (11% vs. 5%). The median age of the planning study area was 36 years compare to 31 years citywide.

Out of the total population of 5,776, 54% were females (compare to 51% citywide) and 46% were males.

**Table 1A: Population by Age Range**

Age Range	UHF	Madison
0 – 19	15%	22%
20 – 24	10%	15%
25 – 29	16%	11%
30 – 44	18%	20%
45 – 64	22%	22%
65 – 74	8%	5%
75+	11%	5%

Source: 2010 Bureau of the Census

## Race and Ethnicity

Table 2A shows a breakdown of the racial and ethnic composition within the planning area. In 2010, the racial composition consisted of 70% White, 23% Asian, 3% Black or African American, and 4% other or two or more races. The ethnic composition (any race) of the neighborhood is very homogenous with only 3% of Hispanic or Latino population compare to 7% citywide.

The racial composition of the planning area is more diverse than the city. The planning area's Asian population is more than three times the City (23% vs. 7% respectively). Further analysis showed that a significant proportion of international college-age students from Asian countries reside in the planning area resulting in a clustering of the 25 to 29 age range of Asian population.

**Table 2A: Racial and Ethnic Composition**

Race (any ethnicity)	UHF	Madison
White alone	70%	79%
Asian alone	23%	7%
Black or African alone	3%	7%
Other race & two or more races	4%	6%

Ethnicity (any race)	UHF	Madison
Hispanic or Latino	3%	7%
Non Hispanic or Latino	97%	93%

Source: 2010 Bureau of the Census

## Family and Household Characteristics

The University Hill Farms planning area is comprised of 3,125 households. See Table 3A. Family households consisted of 41% (1,281) of all households, a lower percentage than the City (47%).

Non-Family households comprised the remaining 59% (1,844 households). Out of the 1,844 non-family households, 1,426 consisted of ‘one-person’-households. The percentage of ‘non-family-one-person-households’ in the planning area was ten percentage points higher than the 36% citywide; this percentage gap was partly due to the high proportion of college students.

Out of the 1,426 ‘one-person-households’, 34% (483 households) were comprised by persons 65 years or older living alone (compared to 20.5% citywide). Out of the total households, the percentage of persons ‘65 years or older living alone’ were more than two times that of the City (16% vs. 7.5%). Differentiating this subgroup by gender, the percentage of ‘females-over-65-living-alone’ (386 households) was four times more than males (97 households) and twice as much the percentage of the city (6% female vs. 2% male).

**Table 3A: Type of Household**

(% out of the Total HH 3,125)

Household Type	UHF	Madison
Families	41%	47%
•Two-Parent Families	12%	14%
•Single-Parent Families	7%	12%
Non-families	59%	53%
•One-person households	46%	36%
•Two-person households	13%	17%
•Over 65, living alone	16%	7%
•Over 65, <u>female</u> living alone	12%	6%

Source: 2010 Bureau of the Census

## 65 year or Older Female Population Living Alone

Out of the total households, among those ‘female-householders-over 65 year old living alone’, 3% are owners and 10% are renters. The planning area has 3 times more female-renter householders over 65 years of age living alone compared to the City (2.6%).

## Residents by Tenure

Out of the 5,776 persons living in the planning area, 57% (3,306) lived in a rental unit and 43% (2,470) lived in a buyer unit. Out of the total 3,125 total households, 66 % (2,049 households) were renters and 34% (1,074 households) were owners compare to 51% and 49% citywide. See Tables 4A and 5A.

Compare to the City proportion of about 50% renters and 50% owners living in renter occupied housing units, University Hills Farms had about 2/3 of either households or residents living in rental units, which reflects the different demographic distribution of University Hill Farms with a higher proportion of single person households constituted by elderly and college students.

**Table 4A: Households by Tenure in Occupied Housing Units**

Tenure by Households	UHF (3,125 Total Households)	Madison (102,516 Total Households)
Householder Living in Renter-Occupied Housing Unit	2,049 (66%)	51,961 (51%)
Householder Living in Owner-Occupied Housing Unit	1,074 (34%)	50,555 (49%)

Source: 2010 Bureau of the Census

**Table 5A: Population by Tenure in Occupied Housing Units**

Person in Occupied Housing Units by Tenure	UHF (5,776 Total Population)	Madison (233,209 Total Population)
Persons Living in Renter-Occupied Housing Unit	3,306 (57%)	104,134 (45%)
Persons Living in Owner-Occupied Housing Unit	2,470 (43%)	118,335 (51%)

Source: 2010 Bureau of the Census

## Education

Education attainment among University Hill Farms planning area population over 25 years of age is high, with 35% of the population having a bachelor degree compare with 29% citywide, and 39% compare to the 24% citywide having a graduate or professional level degree. See Table 6A.

**Table 6A: Educational Attainment (population 25 years or older)**

Level of Education	UHF	Madison
High School or less	11%	22%
Some college or Associate degree	15%	25%
Bachelor’s degree	35%	29%
Graduate or professional degree	39%	24%

Source: 2010 Bureau of the Census



## Income and Poverty

### Income

Based on the 2010 Census, the University Hill Farms planning area median household income was \$60,849, 12% higher than the \$54,093 city's median income. Similarly, the median family income was \$86,531, 11% higher than the \$77,780 citywide. See Table 7A.

**Table 7A: Income and Poverty Levels**

	UHF	Madison
Median Household Income	\$60,849	\$54,093
Median Family Income	\$86,531	\$77,780
Per Capita Income	\$38,649	\$30,595
Poverty (Persons 25 years or older)	14%	14%
Unemployment Rate (Persons 20-64 years)	2.5%	5.3%
Unemployment Rate by Gender (Male/Female)	3.5%/1.6%	5.6%/5%

Source: 2010 Bureau of the Census

### Poverty

While the percent of population over 25 years of age in poverty is the same as the city (14%), the per capita income (\$38,649) for the planning area was 26% higher than the city (\$30,595). According to the Census ACS 2012 (5 year), children 0-17 years old in poverty were estimated below 8% of the children in the planning area, with the majority of them living in a single-parent family, female head of household. Individuals over 65 years old in poverty are estimated below 1%, with more male than female households in poverty.

### Employment Rate

According to Census ACS 2007-2011 estimate, 82% of the planning areas 20-64 years old population were employed compare to the 79% for the City. Among the UHF population older than 74 years-old, 14% were still in the labor force, a percentage twice as the 6% citywide.

**Table 8A: Employment Status (Labor Force 20 years or older)**

Employment Status	UHF	Madison
Percentage of population 20-64 years in Labor Force (mean %)	84.2%	83.8%
<b>Employed</b> (mean %)	82.0%	79.3%
Percentage of population 65 – 74 year in Labor Force (mean %)	31.4%	30.9%
Percentage of population 75 years or older in Labor Force (mean %)	13.9%	5.8%

Source: 2010 Bureau of the Census

### Vehicle Ownership

According to Census ACS 2007-2011 estimate, 17.5% of the University Hills Farms 3,125 households had no vehicle (548 households) compare to 12% citywide. Out of the households with no vehicle, 95% of those households (525 households) were renters compare to 88% citywide. Of the total UHF one-person households (1,426), 439 had no vehicle (31% vs. 21% citywide).

### Means of Transportation and Commuting Time to Work

The percentage of UHF persons using public transit to travel to work is more than three times greater than the city, 29% vs. 8% respectfully. See Table 9A. According to the ACS 2007-2011, the percentage of UHF workers over 16 years of age whose commuting time is greater than 10 minutes was slightly higher than the city (87% vs. 85%). See Table 10A.

**Table 9A: Means of Transportation to Work (Workers 16 years or older)**

Transportation Means	UHF (3,187 Households)	Madison
Car (or any 4 wheels private vehicle)	58 %	73.3%
Public Transit	29 %	8.3%
Bike	6 %	4.8%
Walking	3 %	9.2%

**Table 10A: Commuting Time to Work (Workers 16 years or older working out of home)**

Time	UHF
Less than 5 min	2%
5-9 Minutes	11%
10-14 Minutes	17%
15-19 Minutes	28%
20-24 Minutes	19%
25-29 Minutes	5%
30-34 Minutes	11%
35+ Minutes	7%

Source: 2010 Bureau of the Census

# Appendix B: Existing Conditions and Planning Studies



The planning area is comprised of 535.7 acres. Out of the total acreage, 69% of the land area is residential, 13% is park and open space, 12% is commercial, 5% is institutional, and less than 1% is industrial. See Table 11A.

The neighborhood is suburban-like in nature with curvilinear streets. Higher intensity uses of commercial, office, and multifamily are located in the northern one-third of the planning area. Predominately single-family residential uses are located in the southern portion of the planning area. See Map 11.

**Table 11A: Existing Land Use**

Land Use	Acres	% of Land Area
Single and Two Family	304.3	56.8%
Multifamily	64.6	12.1 %
Commercial	64.5	12.0 %
Institutional	28.7	5.4 %
Industrial	3.0	0.6%
Parks & Open Space	70.6	13.2 %
TOTAL	535.7	100%

Source: 2010 Bureau of the Census

Single-family residential is the most predominant land use in the planning area. The single-family area is low density, with a range of 2-8 dwelling units per acre. A small cluster of thirty-seven side-by-side duplexes are located along Manitowoc Parkway.

Medium and high density residential uses are concentrated on parcels in the northern portion of the planning area, primarily along N Segoe Road, Sheboygan Avenue, and Old Middleton Road. Apartments constructed in the late 1960s and early 1970s

are predominantly medium density, with a few of the buildings reaching high density ranges. The most recent constructed multifamily buildings, The Outlook Apartments and Weston Place Condominium, have densities ranging from 71 to 92 dwelling units per acre, respectfully. An 11-story multifamily apartment has recently been approved at 198 dwelling units per acre on N Segoe Road.

Commercial retail uses are concentrated on parcels near or within the Hilldale Shopping Center development and in the northwest corner of the neighborhood. Hilldale Shopping area has some basic services, such as a grocery store, financial institution, and a hardware store that is located directly south of the shopping center. A pharmacy is located within the Target Store and Walgreens, which is located directly outside the planning area on University Avenue at N Midvale Boulevard.

Over 70 acres of city-owned park and open space exists in the planning area: Garner (41.8 acres), Rennebohm (20 acres), and Robin Parkway are part of the park system. Rennebohm Park is the most centrally located park which serves a large population residing adjacent to or in close proximity to the park. In addition, Glenn Stephens and Van Hise-Hamilton Schools have playgrounds and greenspace for school use. A private swim club is located adjacent to Rennebohm Park.

The State of Wisconsin Department of Transportation site, a 21-acre site on the northern boundary of the planning area, is not included in the land use analysis.

## Housing

According to the City Assessor records, there were a total of 4,062 dwelling units in the planning area. See Table 12A.

## Housing Types

Out of the total 4,062 housing units, approximately 25% (1,023 units) are single-family, 2% (78 units) are duplex, and 73% (2,961 units) are in multifamily buildings with three units or more. The majority of the apartments available in the planning area have 1 or 2 bedrooms. See Map 12.

**Table 12A: Type of Housing Structure by Number of Parcels and Dwelling Units**

Housing Type #	Dwelling Units	% (Dwelling Unit)
Single Family Housing	1,023	25.2%
Two Unit (duplex)	78	1.9%
Multifamily		
3-100 unit buildings	434	11.2%
101- 200 unit buildings	1,371	33.8%
201- 350 unit buildings	1,136	28.0%
TOTAL	4,062	100%

Source: City of Madison, 2013

The overall density (dwelling unit per acre) of the housing stock varies from low density in the single-family areas (ranging between 2-8 dwelling units/acre) to medium to high density residential (ranging from 17-72 dwelling units/acre) in the multifamily areas west of N Segoe Road. New multifamily developments that have been constructed east of N Segoe Road have ranged from 71 to 198 dwelling units/acre. See Map 13.



## Age of Single-Family Housing Stock

The majority of the single-family housing stock, roughly 61% (626 dwelling units), was built between 1951-1960 and 32% (329 dwelling units) was built between 1961-1970.

## Housing Stock by Tenure

Out of the total 3,123 occupied housing units, 34% (1,074 units) are owner-occupied and 66% (2,049 units) are renter-occupied compare to the 49% and 51% citywide. Condominium units are excluded from the analysis. See Table 13A.

**Table 13A: Housing Unit by Tenure**

	No. of Occupied Housing Units	UHF	Madison
Renter-Occupied Units	2,049	66%	51%
Owner-Occupied Units	1,074	34%	49%
Total Occupied Housing Units	3,123	97%	94%

Source: 2010 Bureau of the Census

## Prior Residence

University Hill Farms has a stable owner and renter population. According to Census ACS 2007-2011 estimate, a lower percentage of the population living in owner-occupied housing units (29%) moved in the neighborhood in 2005 or later compare to 32% city-wide, and 71% of the renter-occupied units compare to 86% for the city moved-in after 2005.

## Single-Family Property Values

**Table 14A: Single-Family Assessed Value (2013)**

	UHF	Madison
Average	\$275,120	\$229,533
Median	\$262,000	\$198,900
Range	\$155,000 - \$609,700	\$25,400 - \$2,816,000

Source: City of Madison Assessor's Office

According to the City of Madison Assessor's records, the 2013 median assessed value of the University Hill Farm's single family housing was 32% higher than the city (\$262,000 vs. \$198,000) with a range value between \$155,000 and \$610,000. See Table 14A and Map 14.

## Contract Rent

According to Census ACS 2008-2012, the median contract rent of the 2,049 rental units in planning area was slightly lower than the city (\$868 vs. \$890 citywide) with the maximum rent below \$1500 per month.

## Housing Burden

In 2011, ACS census estimated that 40% of the planning area households were paying more than 30% of their household income toward rental housing costs compared to 25% citywide. Homeowners are facing housing burden as well, with 19% of households paying 30% or more toward housing costs compared to 15% citywide.

## Affordable Housing

**Table 15A: Affordable Housing Units**

	UHF Dwelling Units	UHF Percent	Madison Percent
Family	105	36.7 %	48.2 %
Elderly	166	58.0 %	35.3 %
Special Needs/ Disabled	15	5.2 %	16.4 %
Total Units	286	100.0 %	100.0 %

Source: City of Madison Planning Division, 2012

University Hill Farms has 286 affordable housing units. Out of the total, 58% housing units are for elderly, 37% housing units are family and 5% housing units are for people with disabilities or special needs. See Table 15A.

## Basic Services

The UHF plan area included four of the five denoted "basic goods and services," which include a pharmacy, credit union or bank, grocery store, and childcare providers, in addition to large hub of health-care providers.

Map 15 denotes the variety of food options located in the planning area. Three supermarkets of different price range, five specialty food stores, and two seasonal farmers' market provide a large spectrum of nutrition options. In addition, ten full-service restaurants, a full-service cafeteria, and one alcohol-licensed outlet (excluding the alcoholic beverage provided in the food stores) are part of the healthy food environ-

ment. The 60 community gardens plots located on the WiDOT site provide an additional source of fresh-food. The Sheboygan Community Garden Site is in flux: it is likely the annual garden lease will not be renewed when the site is redeveloped.

## Childcare and Health Related Services

University Hill Farms is well served by health related services within walking distance with 27 health-care or health related providers, either primary or specialized physicians, and mental health professionals, seven dentists, and two pharmacies. Health related offices are currently cluster north of Regent Street between N Midvale Blvd and N. Segoe Road, and south of Mineral Point Road and east of S Whitney Way. Accessibility at walkable distance to these services has been highlighted as very important during the open houses, especially by seniors. Future developments in the planning area should provide working spaces to retain health providers. See Map 16.

In addition, UW Hospital and Clinics, UW Children’s Hospital, and UW Veterans Hospital are located less than two miles from the planning area. UW Research Park, with its many medical specialties, is located at 2.5 miles south of the southern neighborhood boundaries. Bus service to these services are served by many bus routes.

Eleven certificated or licensed child cares (458 slots) and five youth programs support family households.

## Transportation

As the planning area experiences changes in commercial and residential land uses, traffic conditions for vehicles, buses, bicyclists, and pedestrians will change. Assessing the neighborhood’s current transportation

facilities and services will determine where improvements should be focused in the coming years.

## Street Types

Many of the streets in University Hill Farms create a winding network of local streets, which is concentrated primarily south of Regent Street. As a result, the neighborhood’s collector streets serve as passageways through the neighborhood and include N-S Segoe Road, Regent Street, South Hill Drive, Rosa Road, Sheboygan Avenue, and N Eau Claire Avenue. The majority of the neighborhood’s bordering streets—Old Middleton Road, N-S Midvale Boulevard, N-S Whitney Way, and Mineral Point Road—are classified as Standard Arterial Streets, while University Avenue is classified as a Primary Arterial Street. These streets are designated truck routes and carry the neighborhood’s highest volumes of traffic. See Map 17.

## Average Weekday Traffic

Planning areas highest traffic counts are concentrated on its bordering streets. The intersection of University Avenue and N Midvale Boulevard experiences the neighborhood’s highest average weekday traffic counts at 52,750 vehicles, followed by the section of University Avenue that serves as the northern border to the neighborhood’s northwest “triangle,” at 29,550 vehicles. Additionally, Midvale Boulevard and Mineral Point Road experience relatively high average weekday traffic counts between 19,000 and 30,000 vehicles.

The neighborhood’s interior streets that experience the highest average weekday traffic counts include S Whitney Way, which experiences average weekday counts between 11,000 and 20,000 vehicles, and Sheboygan Avenue, which experiences average weekday counts between 5,000 and 7,000 vehicles.

All streets classified as “local streets” experience the lowest levels of traffic, between 0 – 1,500 average weekday vehicles. See Map 18.

## Madison Metro Transit

The neighborhood is serviced by Metro Transit along major thoroughfares including University Avenue, N Midvale Boulevard, Mineral Point Road, Whitney Way, Rosa Road, Regent Street, N Eau Claire Avenue, Sheboygan Avenue, Old Middleton Road, and Segoe Road. Twenty bus routes serve the neighborhood with a total of 86 bus stops, the majority of which are ADA accessible. According to the City of Madison Neighborhood Indicators Project, the neighborhood experienced 98.7% out of 100% transit stop access in 2012. See Map 19.

## Biking

S Segoe Road, Whitney Way, University Avenue east of N Segoe Road, Mineral Point Road west of Whitney Way, and Old Middleton Road incorporate a bike lane or a paved shoulder. Regent Street and N Eau Claire Avenue incorporate on-street bike routes. Segments of Old Middleton Road and University Avenue near the neighborhood’s northwest “triangle” incorporate paved bike paths. The neighborhood has 3.2 miles of marked lanes and 2.8 miles of bike routes and an adjacent 1.4 miles of bike path within 200 yards from the northern boundaries. The Neighborhood Indicators projected rated the neighborhood’s bike path access 87.6% out of 100% in 2012. See Map 20.

## Sidewalks

The majority of neighborhood streets include sidewalks on both sides. Due to the winding nature of the interior streets, inter-neighborhood walkability



is challenging. To address this issue, short neighborhood pathways have been incorporated at seven locations to make access between cul-de-sacs and curvilinear streets easier for pedestrians and bicyclists. These neighborhood pathways have proven to be popular among residents, as many participants of the community survey indicated a desire for additional neighborhood paths.

Walk Score ratings in the northern portion of the planning area are in the 70-80s range, indicating that many errands can be accomplished on foot. Walk Score ratings for the southern portion of the planning area is 40 or less, a range which indicates that a neighborhood is car dependent. The Walk Score are significantly lower in the southern portion of the neighborhoods since the nearest grocery stores, restaurants, or other retail services are more than one-mile away.

Map 21 is a composite of transportation modes within the planning area.

## ***Parks, Open Space, and Urban Forest***

### **Garner Park**

Garner Park is the neighborhood's largest park and encompasses 41.8 acres of land. Its location at the corner of Mineral Point Road and Rosa Road makes the park easily accessible to those living on the west side of Madison. The park's iconic and award-winning Garner Shelter is positioned atop a knoll overlooking the neighborhood. The park is used for recreational activities such as soccer, tennis, and lacrosse. Annual events hosted in the park include a Soap Box Derby and Opera in the Park. Recently stargazing programs have been featured at the shelter. See Map 22.

### **Rennebohm Park**

Located centrally in the neighborhood, Rennebohm Park encompasses 20.1 acres of land. Rennebohm is a popular location for recreation for a variety of University Hill Farms residents. The park features a large shelter, play equipment, and six tennis courts. A skating rink is incorporated into the park in the colder months, and it is the location of several festivals in the warmer months, including Fourth of July, Capitol City Band Concert Series and Halloween celebrations. See Map 22.

Rennebohm Park abuts a multifamily area. This park area is highly used, and with the potential for additional residential development in the northern portion of the planning area, will place greater demands on this recreational resource. The population in the immediate area ranges from young adult to seniors, making it important to have a recreational resources which meets different age levels.

### **Van Hise Elementary/ Hamilton Middle School**

Van Hise Elementary School and Hamilton Middle School share a parcel of land in the southwest portion of the neighborhood. The schools are oriented on the northern portion of the parcel. The remaining portion has been reserved as grassy, open space that is used for students' recreational activities, such as soccer and softball, and for educational facilities, such as an outdoor garden classroom.

### **Robin Greenway**

Robin Greenway is located in the southwest corner of the neighborhood, not far from Van Hise Elementary and Hamilton Middle schools. Densely wooded, Robin

Greenway functions as a stormwater drainageway. A steep-sloped ditch traverses the site making it unusable in areas. A small picnic area is located on its northern edge. Although small, Robin Parkway is a unique fixture in the neighborhood and attributes to the distinct character of its surrounding area.

### **Kenosha Greenway**

Kenosha Greenway is a stormwater drainage system located west of S Whitney Way between Regent Street and South Hill Drive. Stormwater runoff flows northerly toward Spring Harbor. Currently a demonstration project is underway to determine if leaf collection practices can reduce phosphorus leaching into waterways.

### **Community Gardens**

The Sheboygan Community Gardens were established in 1981. The gardens cover 1.9 acres, with 60 plots of which 8 are raised gardens. Out of 108 gardeners, 49 (45%) live within 0.5 miles and 76 gardeners (70%) within 1.0 mile of the gardens.

The Sheboygan Community Gardens are located on land owned by the State of Wisconsin. The WiDOT site, located at 4802 Sheboygan Avenue, is scheduled for redevelopment in the near future. In 2007, a consulting firm preparing a redevelopment plan for the site conducted an analysis of twelve alternative garden locations within 1.0 to 1.5 mile radius of the existing garden location. The Hill Farms Redevelopment General Development Plan (May 9, 2007) recommended relocation of the community gardens to the eastern edge of Rennebohm Park. After further analysis, this proposed area location was deemed unsafe due to the potential of fast-moving stormwater through the drainageway and was not adopted.

## Urban Forest

University Hill Farms planning area has a very well developed urban canopy with more than 50 tree species. 2,870 public trees are dispersed on the city streets and in the two large parks. Seventeen percent of all the neighborhood public trees are Ash Trees (478), of which 56% are located along the neighborhood streets and an estimated 44% is located in the two major parks.

The Forestry Division is currently monitoring Ash trees for Emerald Ash Borer (EAB) disease, which makes the spatial distribution of the trees within the neighborhood important for the spread and impact of the disease. See Map 23. A city park inventory of Ash trees shows Garner Park has 165 and Rennebohm Park has 43 Ash Trees. Although Garner Park has a greater inventory of Ash trees, it is Rennebohm Park tree canopy that is of greater risk due to the homogenous tree species planted in the park.

Other vulnerable locations are S Whitney Way (in the segment adjacent to Garner Park) and the entire length of Segoe Road, which make this street canopy the second highest risk zone for the EAB disease. The disease spreads easily across canopy and it is costly and difficult to treat.

## Utilities

University Hill Farms planning area was developed without a “storm water system” in place. This was typical of the era. Network coverage is minimal, especially in the single-family residential area, which is the primary reason for storm water flooding issues. It is impossible to capture more stormwater unless additional storm water pipes are installed during street reconstruction projects. See Map 24.

## Recent and Planned Capital Improvements: 2012 – 2017

### General

- Aldermanic districts 11 and 19 sidewalks will be evaluated for repair and replacement during the summer/fall of 2013 with sidewalk improvements occurring in Spring 2014.

### Intersection Improvements

- Safety modifications to the Mineral Point and Midvale Boulevard Intersection including turning lanes. Contract Amount: \$1.19 million. Year: 2015.

### Street Resurfacing or Reconstruction

- University Avenue from N Segoe to Allen Boulevard was reconstructed to replace deteriorating pavement, improve intersections with new signals and lighting, and improve pedestrian and bicycle access and safety. Total Contract Amount: \$14.7 million. Year: 2012.
- University Avenue reconstruction between Allen Street to Segoe Road. Contract Amount: \$3.59 million. Year: 2012.
- Rosa Road was resurfaced between Mineral Road to Old Middleton Road. As part of this project, storm water sewers and water mains, sidewalks and ramps, and pedestrian refuge islands were installed. Contract Amount: \$1.53 million. Year: 2012.

### Streetscape Landscaping

- Street trees were planted in the street terrace and medians between Allen and N Midvale Boulevard. Contract Amount: \$41,786. Year: 2014.
- Tree planting, shrubs, and retaining wall on Midvale Boulevard median at Mineral Point Road. Contract Amount: \$17,081. Year: 2012.

### Bicycle Improvements

- Pedestrian and bicycle improvements at Old Middleton/Eau Claire Intersection to improve access to the Good Neighbor Trail. Year: 2015.

### Transit Improvements

- Increased the total number of weekday transit trips scheduled along Sheboygan Avenue (to/from UW Campus area) and realigned some weekday transit routes and trips to bypass Sheboygan Avenue to reduce delay of passengers travelling from Westside to downtown. Year: Effective August, 2013.
- Five concrete bus boarding pads were installed at Sheboygan @ Segoe, Eau Claire, N Whitney, Mineral Point @ Segoe, and Segoe @ University. Year: 2013.
- Three new bus stop locations installed during University Avenue reconstruction on Old Middleton at Eau Claire and University Avenue @ Whitney. Added stops on Old Middleton due to recent route realignments and improved stop spacing along University Avenue. Year: 2012.



- New bus stops added on Mineral Point @ Robin Parkway with improved stop spacing between existing locations at Midvale and Segoe intersections. Year: 2013.

## Park Improvements

- Garner Park Shelter interior and exterior masonry repairs. Contract Amount: \$101,340. Years: 2012-2013.
- Rennebohm Park tennis courts resurfaced. Contract Amount: \$20,000 Year: 2011.
- Replacement of existing Rennebohm tennis court lighting with more energy efficient lighting. Contract: \$83,953. Year: 2013.
- Worked with the neighborhood association to resurrect the ice skating rink as a Rennebohm Park volunteer-managed ice rink. The rink was filled for the 2012/13 winter on a trial basis; the rink will be re-built in Fall, 2013 in an effort to make it easier to maintain.

## Water Utility

Construction of a two-zone well filtration system, pump station and reservoir near the intersection of Whitney Way and Mineral Point Road. Contract Amount: \$7.3 million. Year: 2017.

## Existing Plans and Studies

### Comprehensive Land Use Plan

The City of Madison Comprehensive Plan (2006) establishes an urban development strategy to guide future growth over the next two decades. The Comprehensive Plan reflects the predominant low density residential character for the area south of Regent Street and medium to high density residential for properties lying south of Sheboygan Avenue. The Comprehensive Plan identifies future redevelopment opportunities along University Avenue and designates Hilldale Shopping Center and the northwest corner of the planning area as sites with potential for transit-oriented development. See Map 25.

### Zoning and Overlay Districts

The City of Madison adopted a new zoning ordinance effective as of January 1, 2013. See Map 26. The new zoning ordinance is a hybrid code: it combines elements of conventional zoning (type of uses, intensity, and bulk requirements) and form-based (the relationships between building facades and the public realm, form and mass of buildings in relation to one another, and the scale and types of streets, blocks and open space). For the planning area, the SR-C1 (Suburban Residential-Consistent 1 District) and TR-C1 (Traditional Residential-Consistent 1) zoning preserves the low density, single-family nature of the neighborhood. Co-housing, accessory dwelling units, adult family home, and community living arrangements are allowed with a conditional use.

The multifamily areas are primarily zoned SR-V2 (Suburban Residential Varied 2), TR-U2 (Traditional Residential-Urban 2), and PD (Planned Development). Medium to high density residential housings are permitted or conditionally permitted in these districts. Height limitations are restrictive in SR-V2 and TR-U2 districts based on the building format.

The northwesterly corner of the planning area and a portion of the 500-600 blocks of N Segoe Road is zoned NMX (Neighborhood-Mixed Use). This district was established to encourage commercial nodes which provide shopping needs of residents with other uses, such as residential, to be part of the building usually on the upper floors.

SE (Suburban Employment) is designated in the University Avenue corridor between N Segoe and N Whitney Way and south of Hilldale Shopping Center.

## Overlay Districts

### Urban Design District 6

Along University Avenue is an overlay district which was established to improve the appearance of this major transportation corridor. Urban Design District 6 focuses on building orientation, parking lot landscaping, and other site improvements. New developments or major alternations to existing buildings require approval from the Urban Design Commission. See Map 27.

### Tax Incremental District 41: University –North Whitney Way

In 2011, the City of Madison established a Tax Incremental District (TID-41) as a mechanism to spur redevelopment in an underutilized commercial site at the highly visual western entry into the neighborhood. See Map 27.

The TID Project Plan allows for about \$8 million of capital project costs, including \$6 million for revitalization loans to assist in the acquisition or site improvements of future development projects. To date, the revitalization loans have been budgeted for the three development generator projects.

Public improvements identified in the approved project plan include: sanitary, sewer, street and water line repair, bicycle path and pedestrian accommodations. Approximately \$1.4 million of public works projects are estimated for the TID, including \$800,000 of street rehab/reconstruction, \$240,000 for a portion of the Good Neighbor Bike Path and \$432,000 for storm sewer improvements.

### Wellhead Protection Overlay District 14

Wellhead Protection Overlay Districts are part of the City of Madison Zoning Code (Sec. 28.101). The Wellhead Protection Overlay Districts are created to protect municipal water supplies. The Overlay Districts are divided into two protection zones: Zone A (area around the well in which potential contaminants will take five years or less to reach the pumping well) and Zone B (area around the well in which potential contaminants will take 100 years or less to reach the pumping well or within 1,200 foot radius around the well). For this plan, the Well Protection District 14 covers a portion of the University Triangle Focus Area. See Map 27.

### University Hill Farms Architectural Design Covenants and Restrictions

During the mid to late 1950's, the Board of Regents of the University of Wisconsin platted the University Hill Farms lands they had previously managed for residential and commercial development. The Board of Regents established deed restrictions on thirteen plats to govern the land use, height, building size, materials, and placement of single-family homes and garages. The covenants were originally established to ensure the character of the now mid-century modern neighborhood remained intact.

In September 1997, the Board of Regents elected to surrender architectural control responsibilities for the residential plats to the University Hill Farms Neighborhood Association (Resolution 7546). The resolution authorized the Board to give notice that the covenants and restrictions for the plats would be terminated unless the neighborhood association assumed responsibility. The Hill Farms Architectural

Review Committee was formed in late 1999, following a neighborhood vote to assume the University's role of reviewing proposed alterations to properties the University had previously managed.

Deed restrictions and covenants, with slight differences, govern nearly all residential properties in the Hill Farms area. The area of the Hill Farms Architectural Review Committee's authority is generally from Segoe Road to South Rock Road and from Mineral Point Road to Sheboygan Avenue. See Map 28. ARC's authority does not include: University Highlands Plats west of South Rock Road; Cheyenne Trail Plats; nor Robin Park Plats. These lands had not been part of the University's managed lands. See Map 28. The covenants are automatically renewed every five years unless a majority of property owners within the specific plat votes to amend or repeal the restrictions.

Hilldale Shopping Center and the professional office buildings to the south, the State of Wisconsin DOT and Red Cross Headquarters, and the commercial and multifamily structures on the eastside of the 400 – 600 blocks of N Segoe Road have no deed restrictions.

Compliance with the covenants is the responsibility of the property owners. If noncompliance occurs, a property owner(s) can file a complaint in small claims circuit court or the Architectural Review Committee can file an affidavit of noncompliance. The City of Madison zoning ordinances, or other applicable regulations, operate independently with the plat covenants in the Hill Farms area.



## **Transit Corridor Study – Investigating Bus Rapid Transit in the Madison Area (2013)**

The Madison Transit Corridor Study was conducted to assess the City’s need for a Bus Rapid Transit System. In regard to the planning area, the study calls for a West Corridor that begins at the Capitol Square, that runs west along State Street to West Gorham Street, through the University of Wisconsin campus, along Campus Drive and University Avenue, turning south at N Segoe Road to Sheboygan Avenue, and continuing south along Whitney Way. The Hilldale Shopping Center and the Hill Farms State Office Building and residential area are major destinations along this route. To properly service these destinations and the entire University Hill Farms neighborhood, the study calls for stations at Midvale Boulevard, Sheboygan Avenue, Eau Claire Avenue, Regent Street, Mineral Point Road and Rosa Road.

## **Hill Farms Redevelopment General Development Plan (2007)**

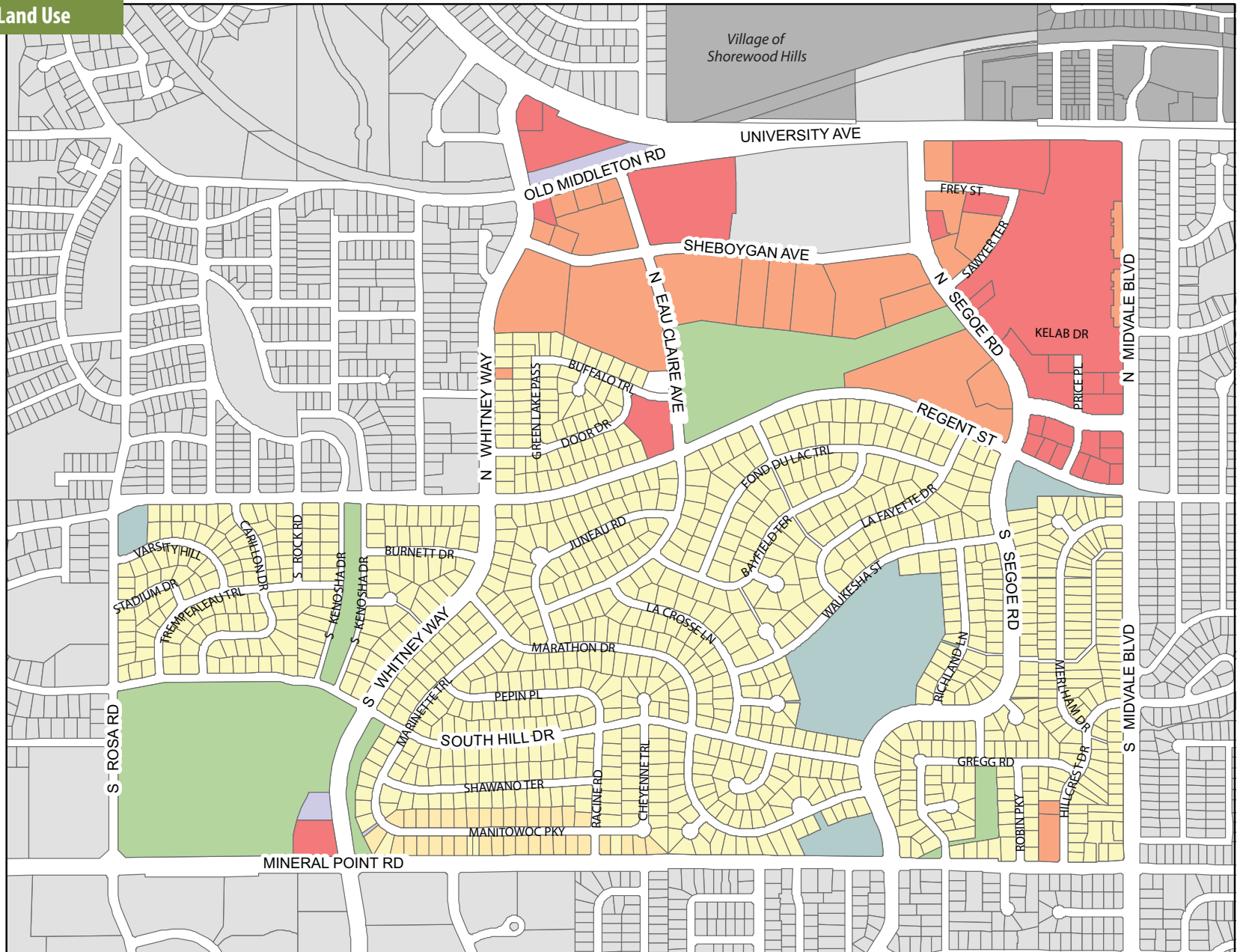
The Hill Farms Redevelopment General Development Plan was submitted to the City of Madison on May 9th, 2007. The purpose of the plan was to assess components of the proposed Hill Farms/State Department of Transportation Redevelopment and to request a Planned Unit Development: General Development Plan zoning review and approval pursuant to the City of Madison’s Zoning Code. The development plan provided concepts for future State office building as well as commercial, office, and residential uses. The GDP expired in June 2013.

## **Traffic Impact Study (2007)**

The Hill Farms Site Redevelopment Traffic Impact Analysis (TIA) was conducted as a response to the Wisconsin Department of Administration’s investigation into the redevelopment of the Hill Farms State Office Building complex in 2007. The TIA summarizes the accommodations and needs that surround the State Department of Transportation (DOT) redevelopment site.

The recommendations generally involve improving bicycle and pedestrian connections to the DOT building site and to busier thoroughfares such as University Avenue and Old Middleton Road. Recommendations also include street system improvements that would ease traffic on neighborhood roadways. The TIA proposed the construction of a full access intersection on to University Avenue and an underpass connection to Old Middleton Road. This connection to University Avenue would help to keep traffic off of the neighborhood streets and the underpass would provide a grade separated crossing of University Avenue for bikes and pedestrians.

Map 11: Existing Land Use

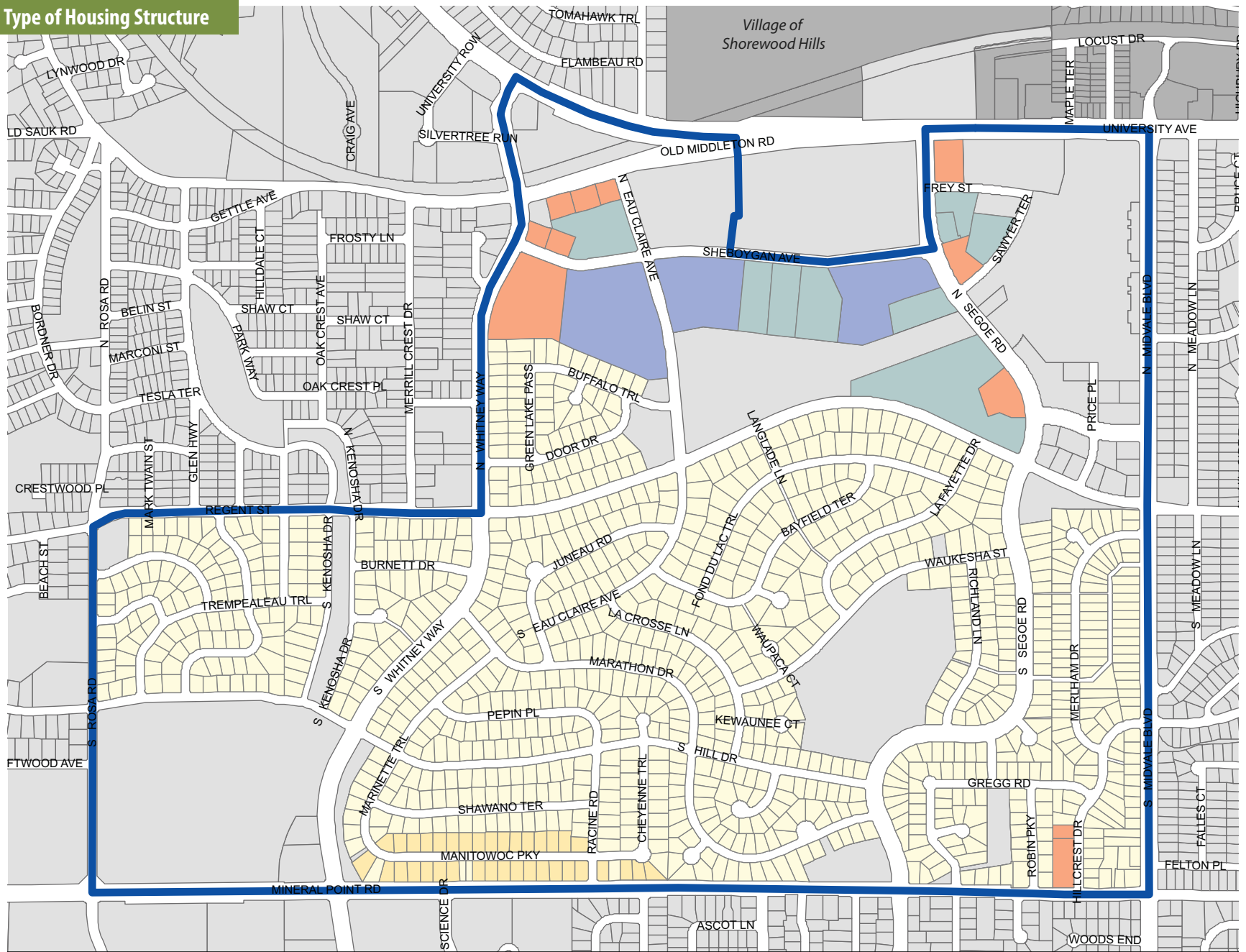


**Legend**

- One-Unit Res
- Two-Unit Res
- Multi-Unit Res
- Commercial
- Industrial
- Institutional
- Parks & Open Space
- Undeveloped



**Map 12: Type of Housing Structure**



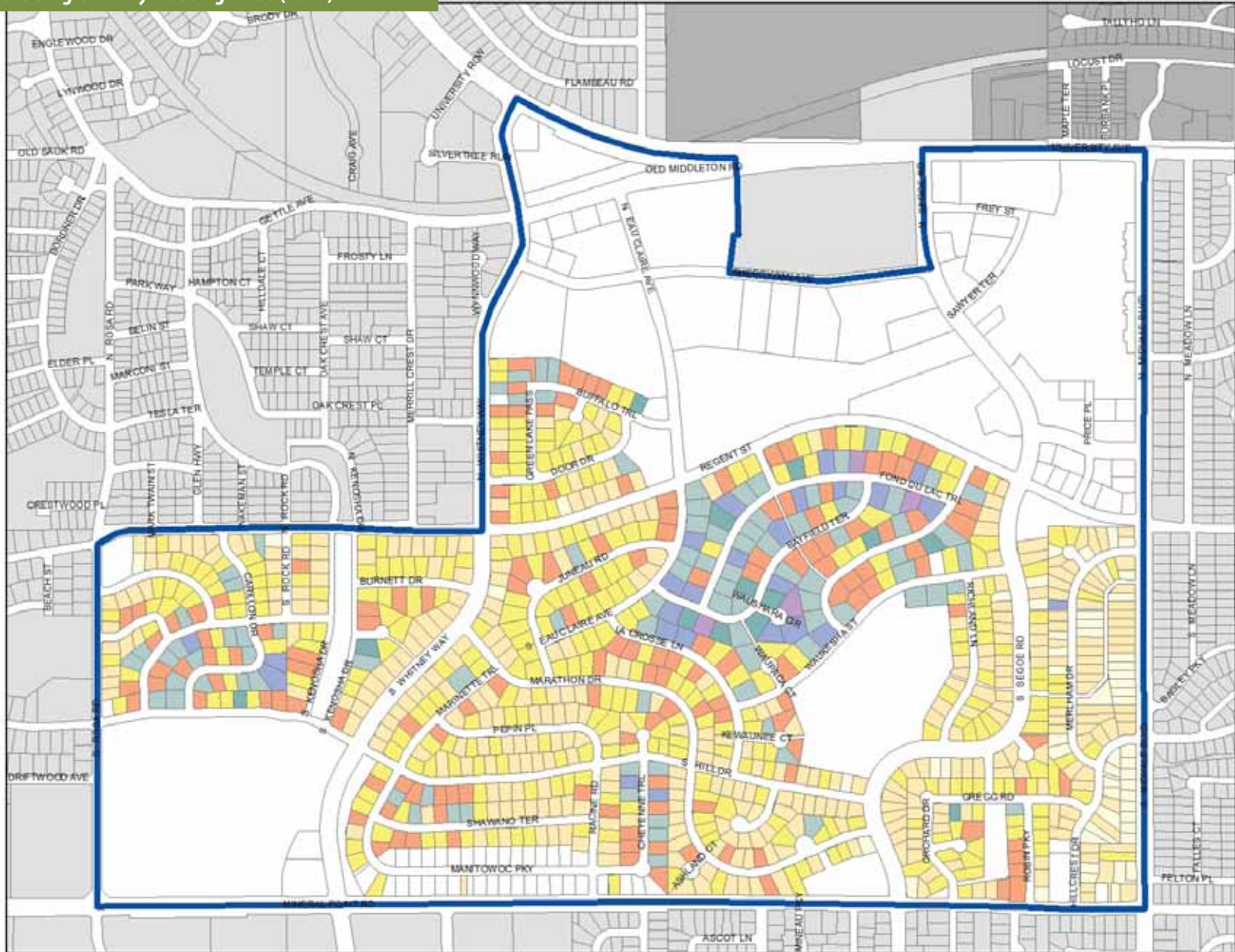
Color	Building Type	Count	Units	Percentage
Grey	Non-residential	46	-	-
Light Yellow	1 Unit Buildings	1023	1023 units	25%
Yellow	2 Unit Buildings	39	78 Units	2%
Orange	3-100 Unit Buildings	15	454 Units	11%
Teal	101-200 Unit Buildings	10	1371 Units	34%
Blue	201-300 Unit Buildings	4	1136 Units	28%

Source: Planning Division





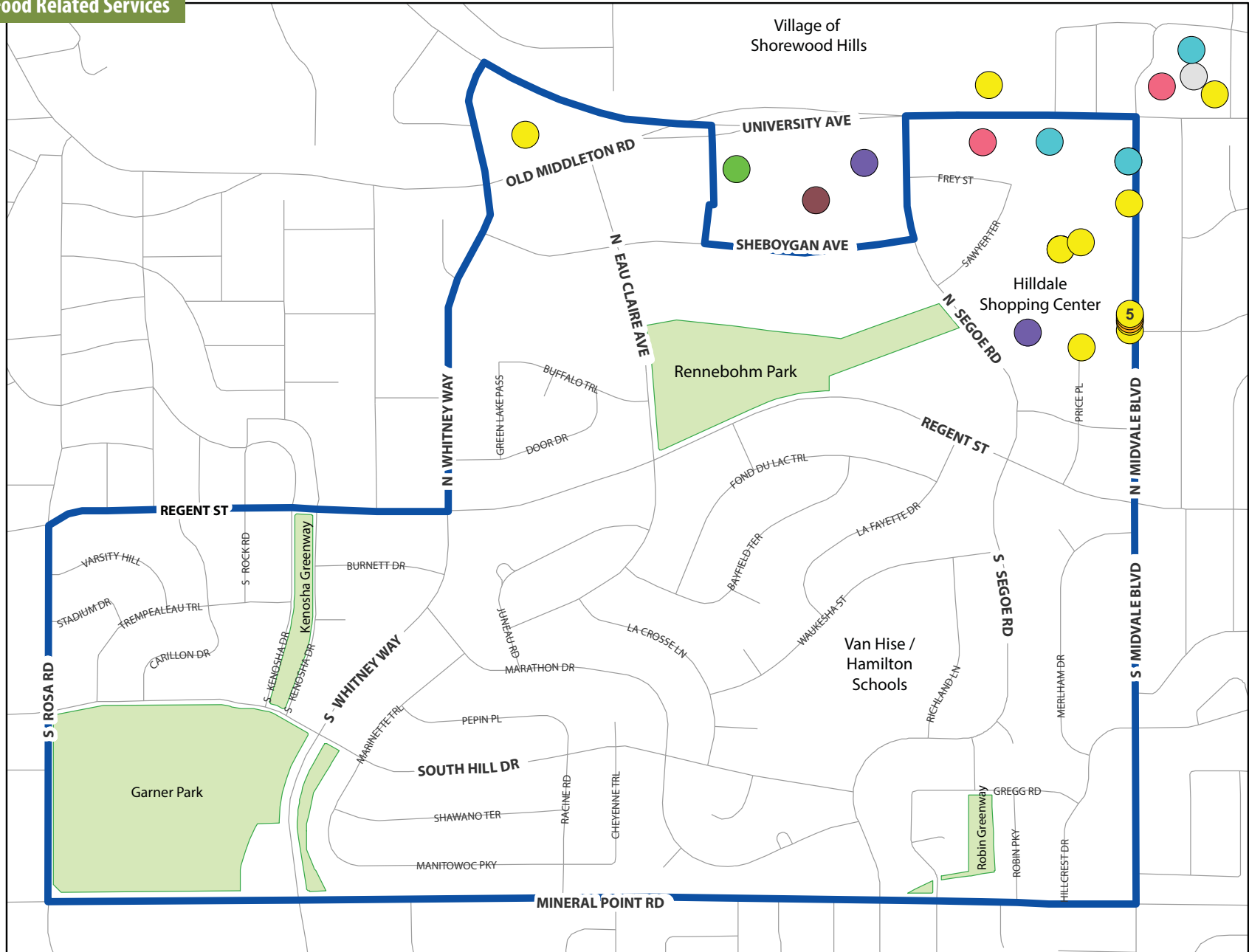
Map 14: Assessed Single Family Housing Value (2014)



**Legend**

\$150,000- \$199,999 (56)	\$200,000- \$249,999 (363)	\$250,000- \$299,999 (320)	\$300,000- \$349,999 (149)	\$350,000- \$399,999 (92)	\$400,000- \$449,999 (25)	\$450,000- \$499,999 (13)	\$500,000+ (4)
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Map 15: Food Related Services

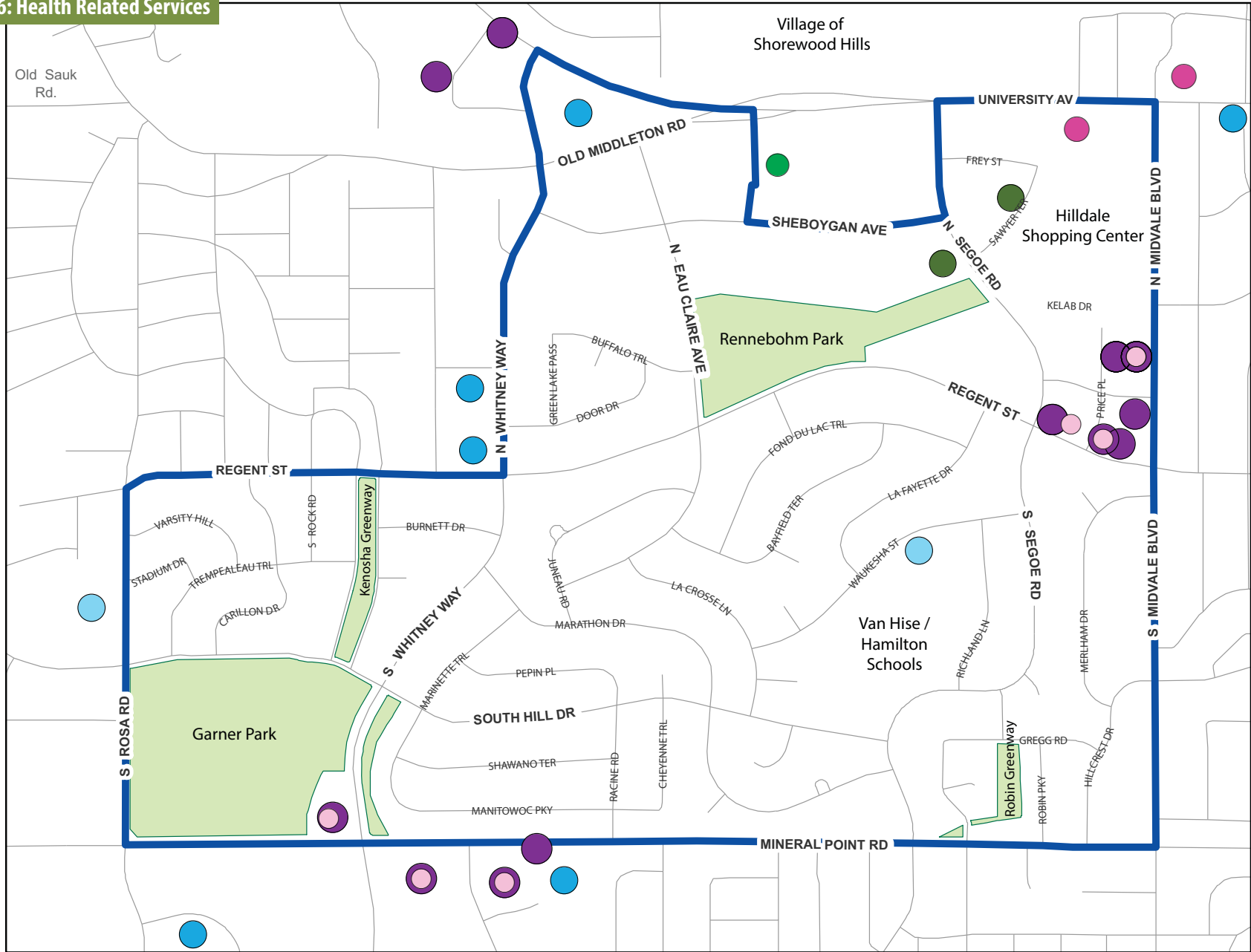


Legend

- Supermarkets & Grocery (3)
- Pharmacy & Drug Stores (2)
- Full-Service Restaurants (11)
- Full Service Cafeteria (1)
- Beer, Wine & Liquor Stores (2)
- Farmer's Market (1)
- Community Gardens



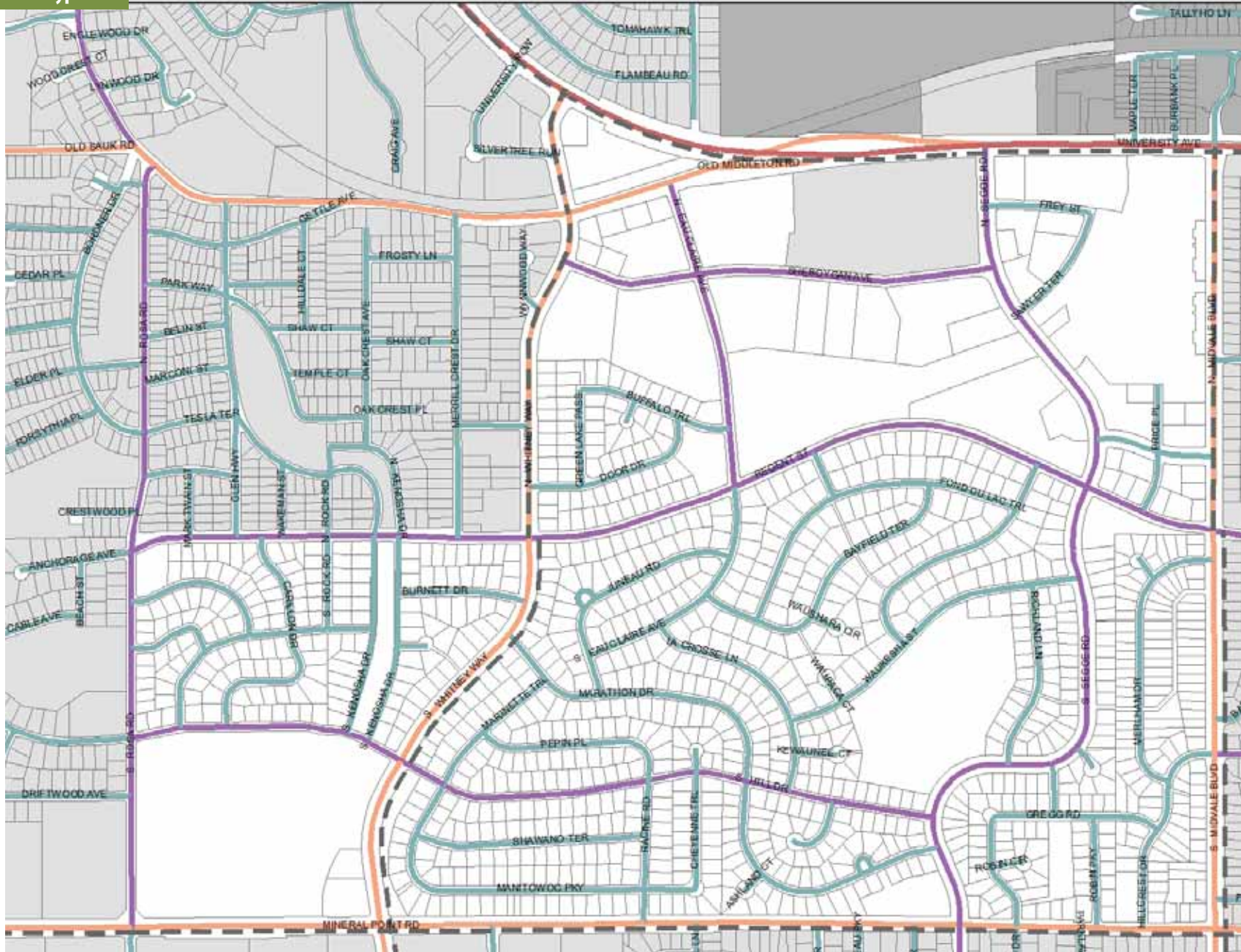
**Map 16: Health Related Services**



**Legend**

- Health Care or other Health Services (27)
- Dentist (7)
- Pharmacy (2)
- School Age Program Child Service (2)
- Child Care (6) Facility
- Assisted Living Facilities or Services for Elderly or Persons with Disabilities (2)
- Community Garden (60 plots)

Map 17: Street Types



Legend

- Local Street
- Collector Street
- Standard Arterial
- Primary Arterial
- Truck Routes

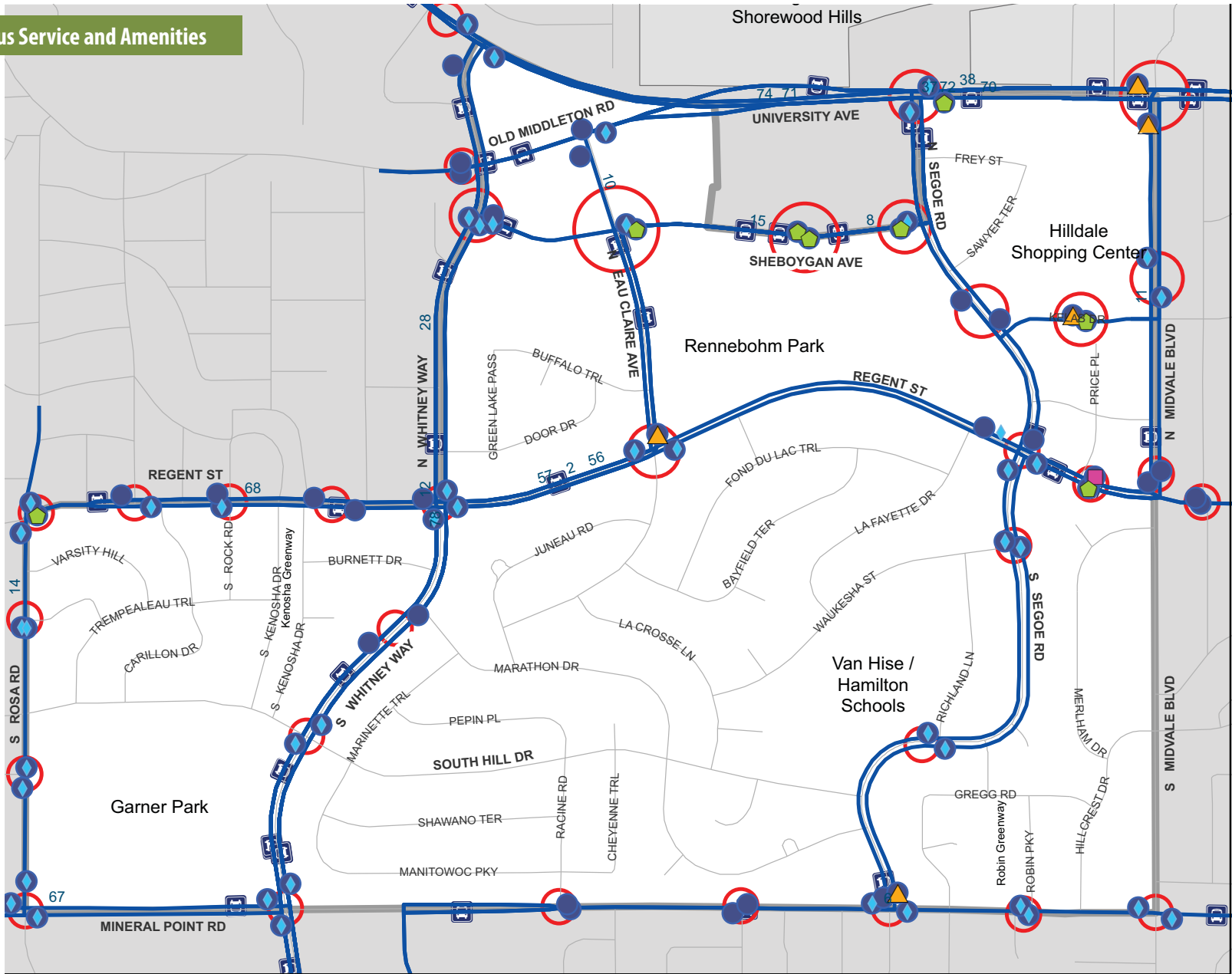


Map 18: Average Weekday Traffic Counts (2014)



**Legend** — 0-1,500 — 1,501-3,000 — 3,001-10,000 — 10,001-26,000 — 26,001-120,000 — AWT Not Available ##### Traffic Counts

**Map 19: Bus Service and Amenities**



**Legend**

- Bus Transportation
- Bus Routes
- Bus Stops (86)

- Bus Stop Amenities
- ◆ Shelter and ADA (8)
- ▲ Bench and ADA (5)

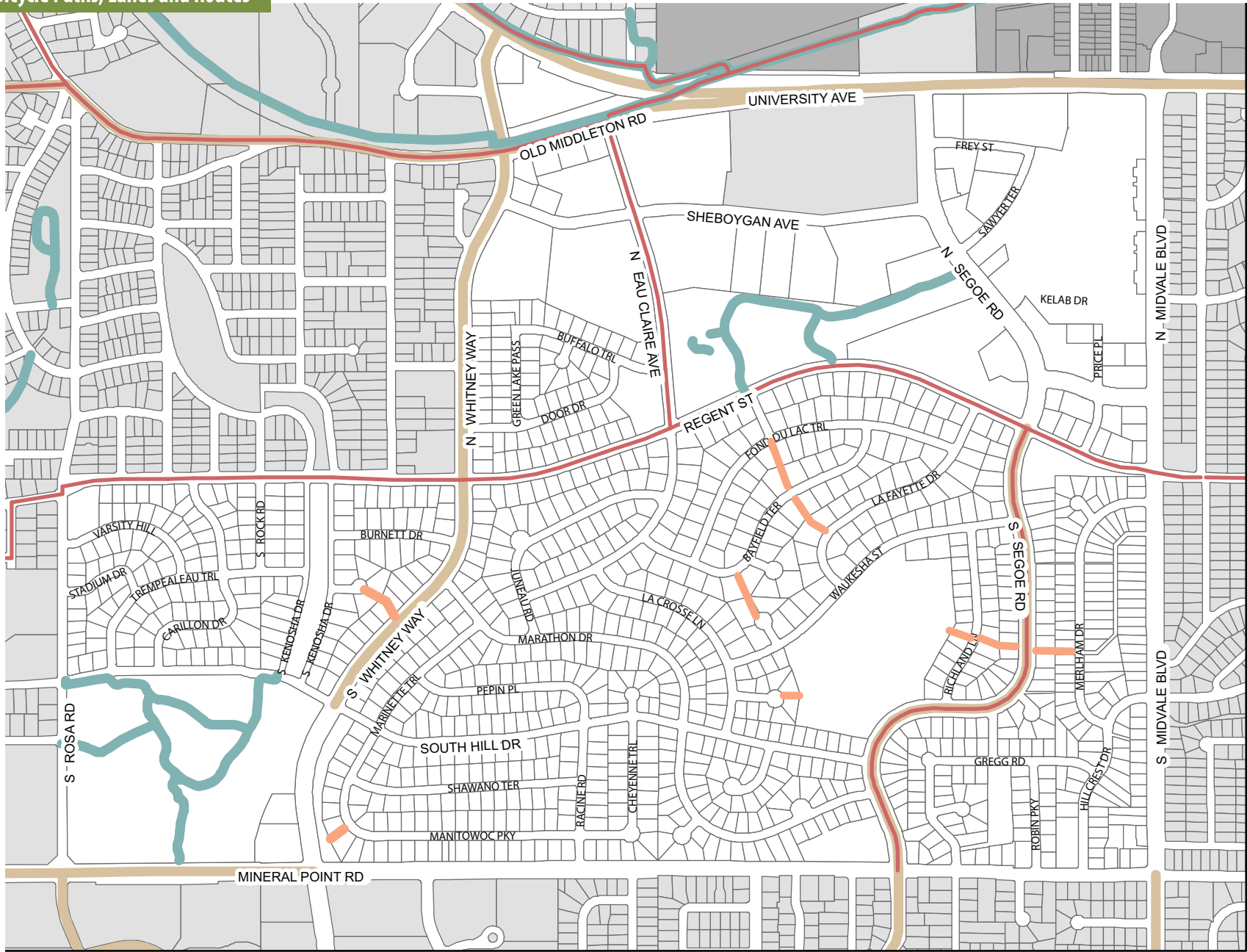
- Bench (1)
- ◆ ADA (46)

**Bus Boarding (weekday) - 2011**





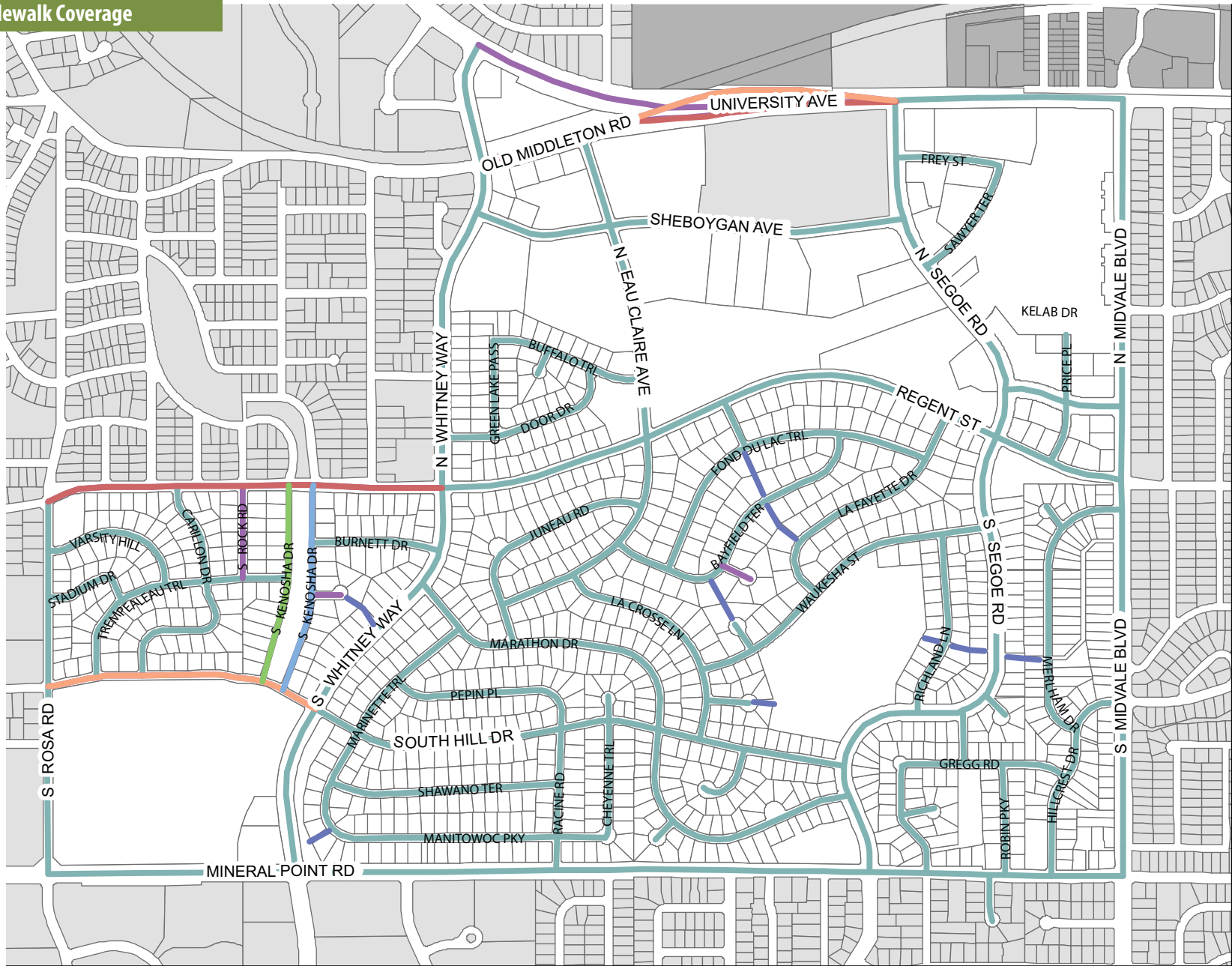
Map 20: Bicycle Paths, Lanes and Routes



**Legend**

- Bike Route
- Bike Path
- Bike Lane or Paved Shoulder
- Pedestrian Path

Map 21: Sidewalk Coverage



Legend

- No Sidewalks
- Both Sides
- North Side
- South Side
- East Side
- West Side
- Pedestrian Paths





Map 23: Public Park and Street Tree Inventory

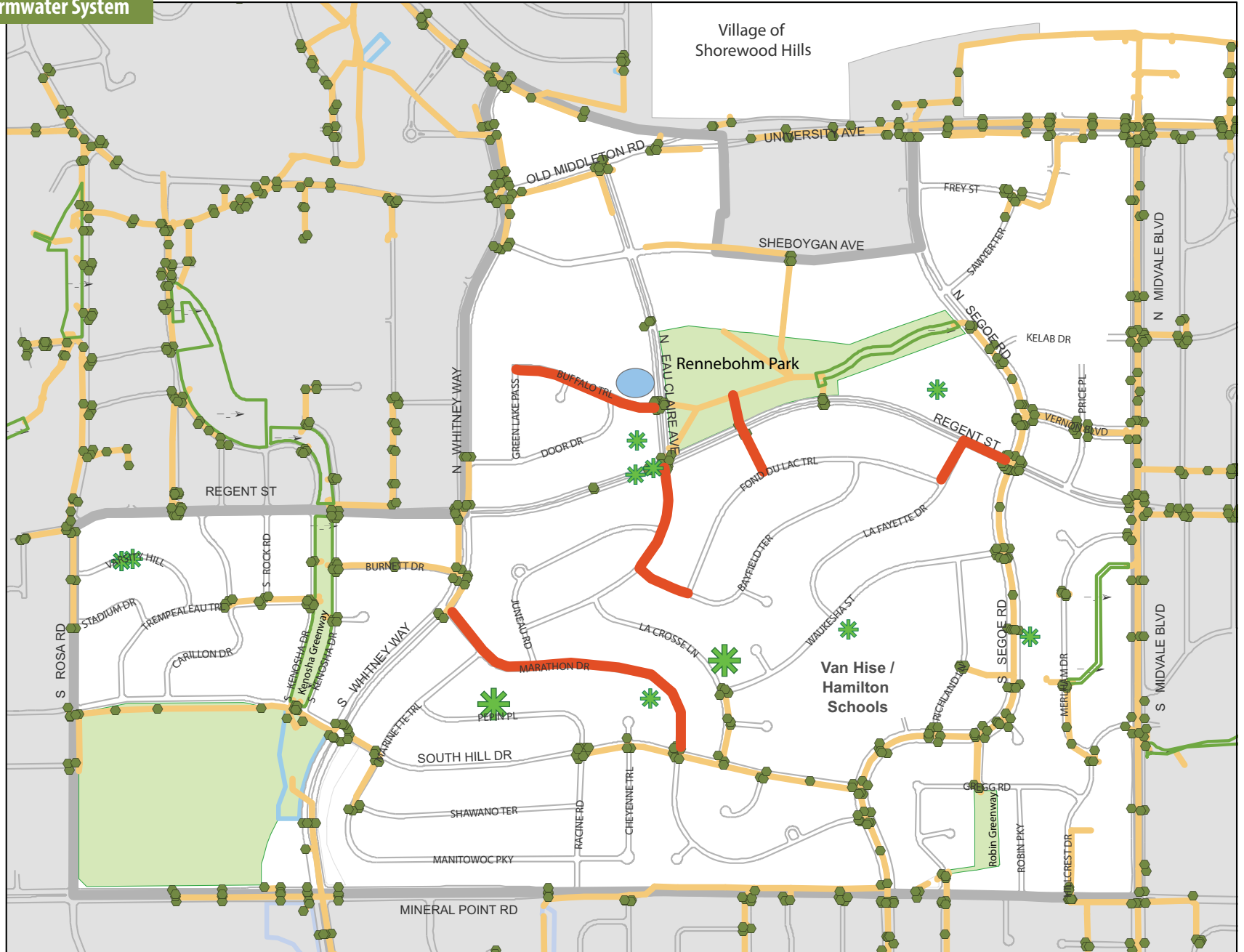


Legend








- Ash Trees
- Other Tree Species



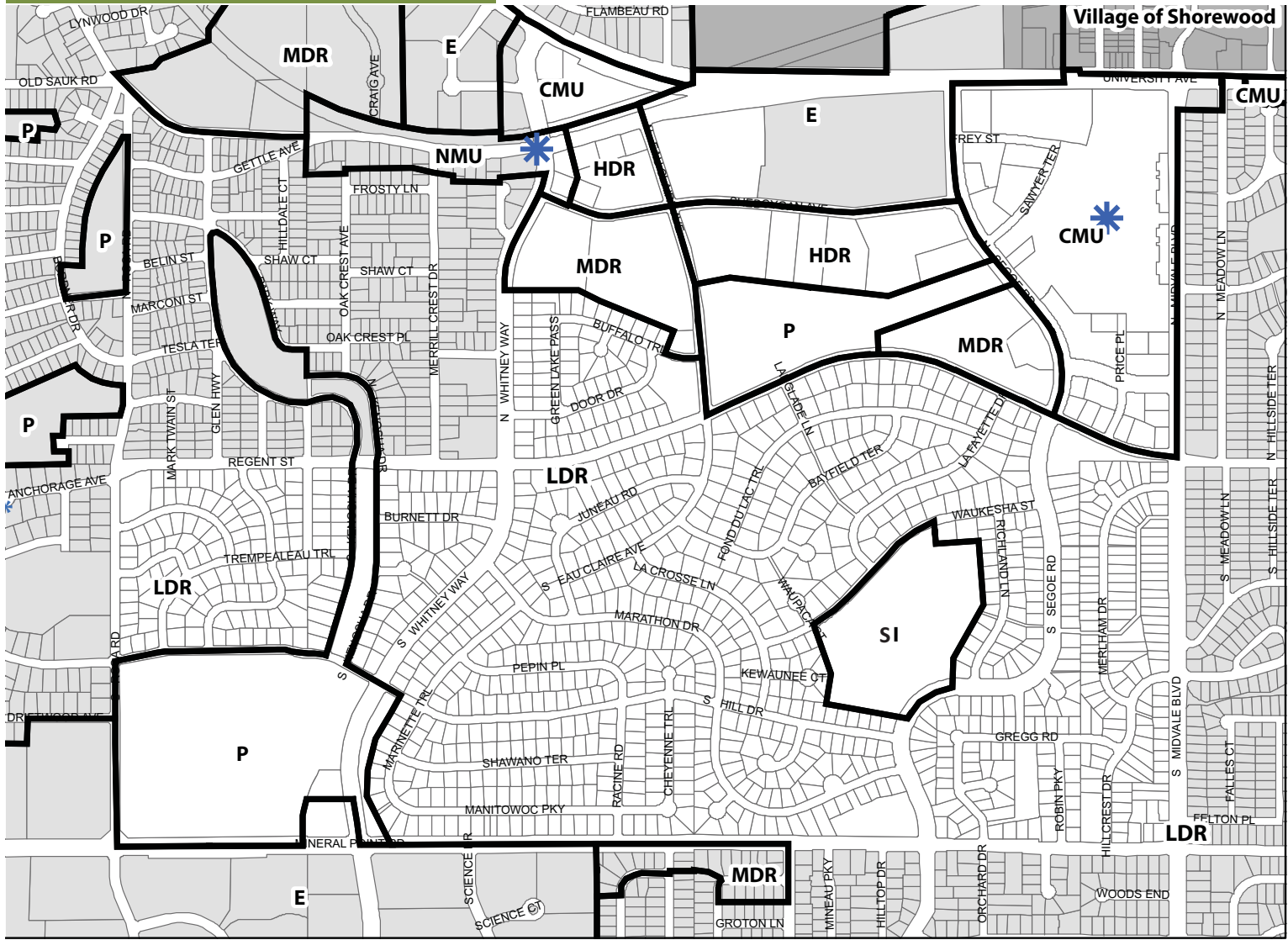
Map 24: Stormwater System



Legend

-  Inlets
-  Greenways
-  Storm Pipes
-  Curb Line
-  Retention Pond
-  Rain Gardens
-  Recommended Future Improvements (priority)
-  Public Park

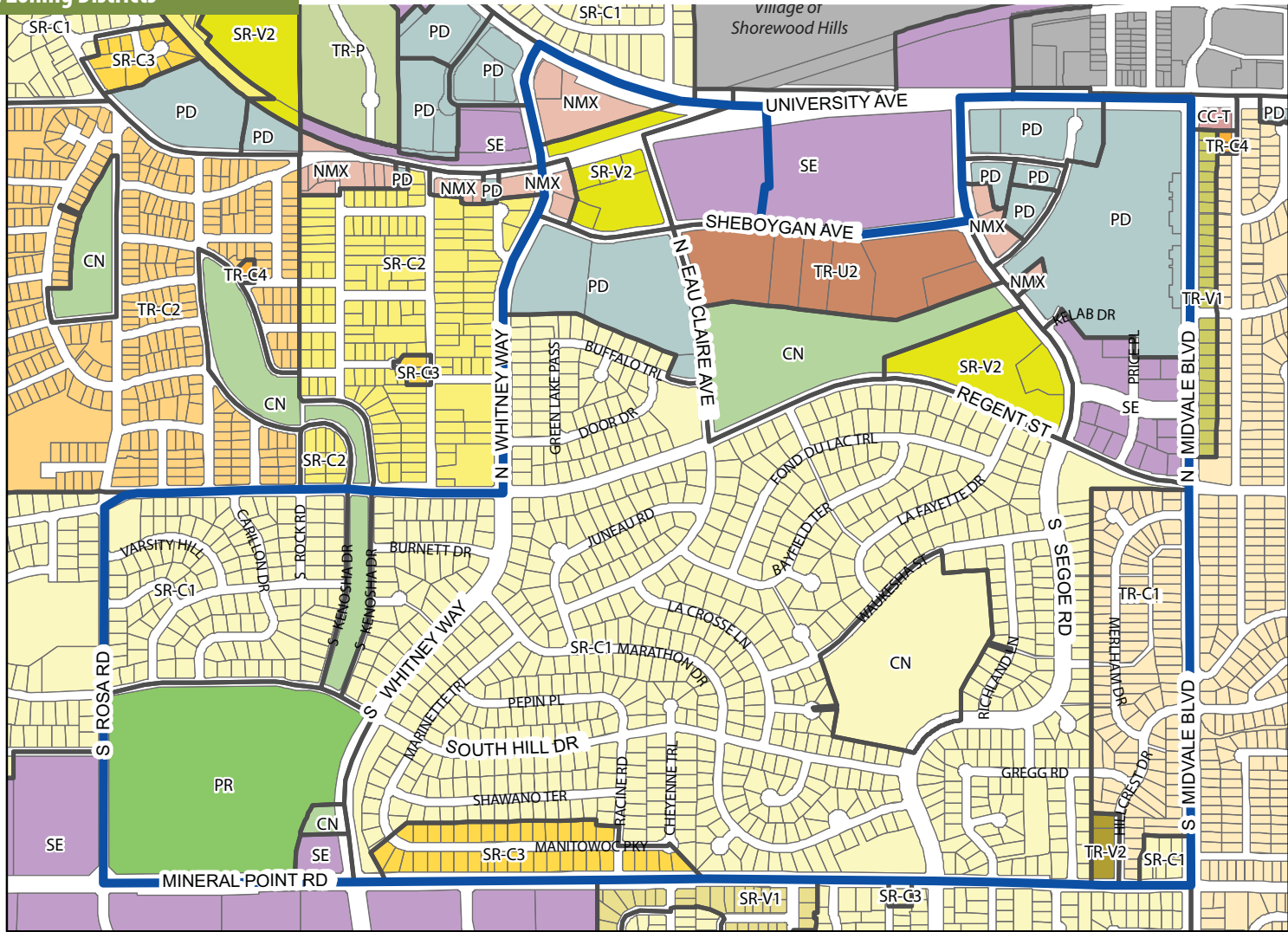
**Map 25: City of Madison Comprehensive Plan**



- Planning Area Parcels
- 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 DISTRICTS**
  - SI Special Institutional
  - AP Airport
  - C Campus
- SPECIAL OVERLAY DESIGNATIONS**
  - \* TOD Transit-Oriented Development Conceptual Locations)
  - TND Traditional Neighborhood Development (Conceptual locations, TND may be applied to NPA and residential districts as specified in neighborhood and special area plans.)



# Map 26: Zoning Districts



**Residential Districts:**

- Suburban Residential-Variied District 1
- Suburban Residential-Variied District 2
- Traditional Residential-Rustic District
- Traditional Residential-Variied District 1
- Traditional Residential-Variied District 2
- Traditional Residential-Urban District 2
- Traditional Residential-Consistent District 1
- Traditional Residential-Consistent District 2
- Traditional Residential-Consistent District 4

- Employment Districts:**
- Suburban Employment District

- Traditional Residential- Planned District
- Suburban Residential-Consistent District 1
- Suburban Residential-Consistent District 2
- Suburban Residential-Consistent District 3

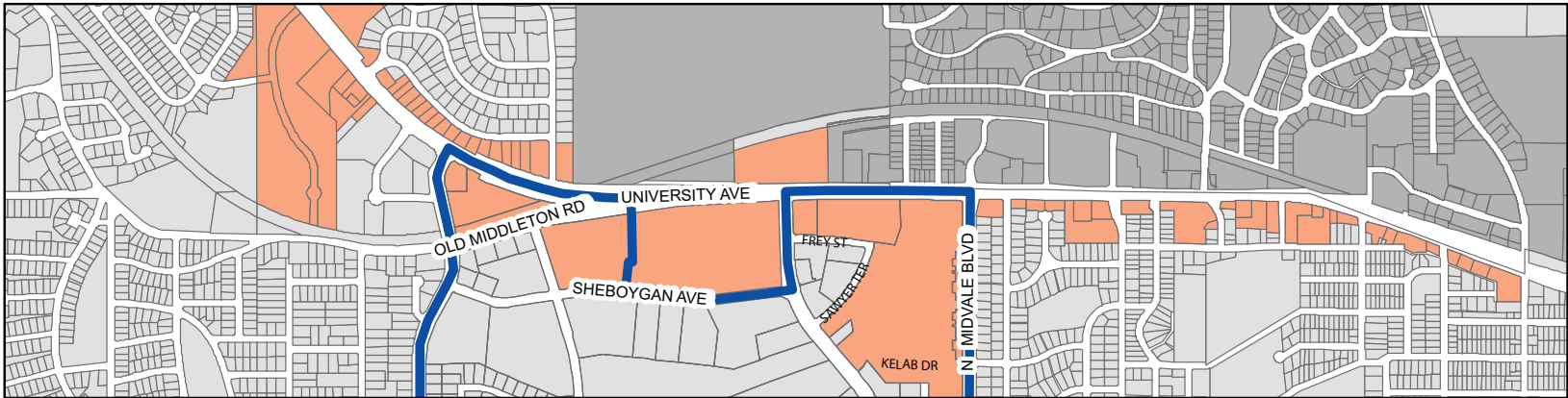
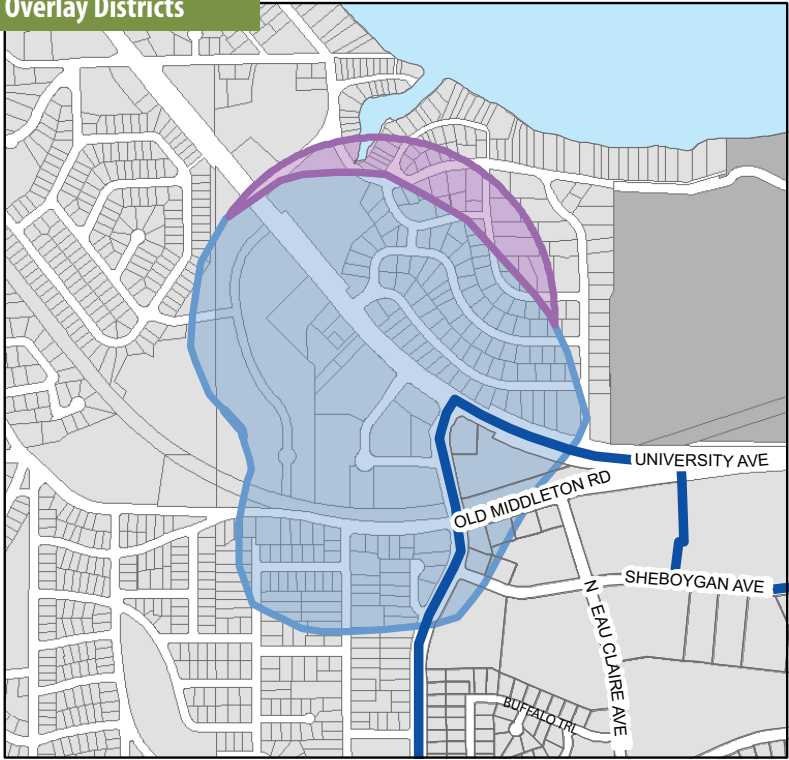
**Special Districts:**

- Planned Development Districts
- Conservancy District
- Parks and Recreation District

**Commercial and Mixed-Use Districts:**

- Commercial Corridor-Transitional District
- Neighborhood Mixed-Use Districts

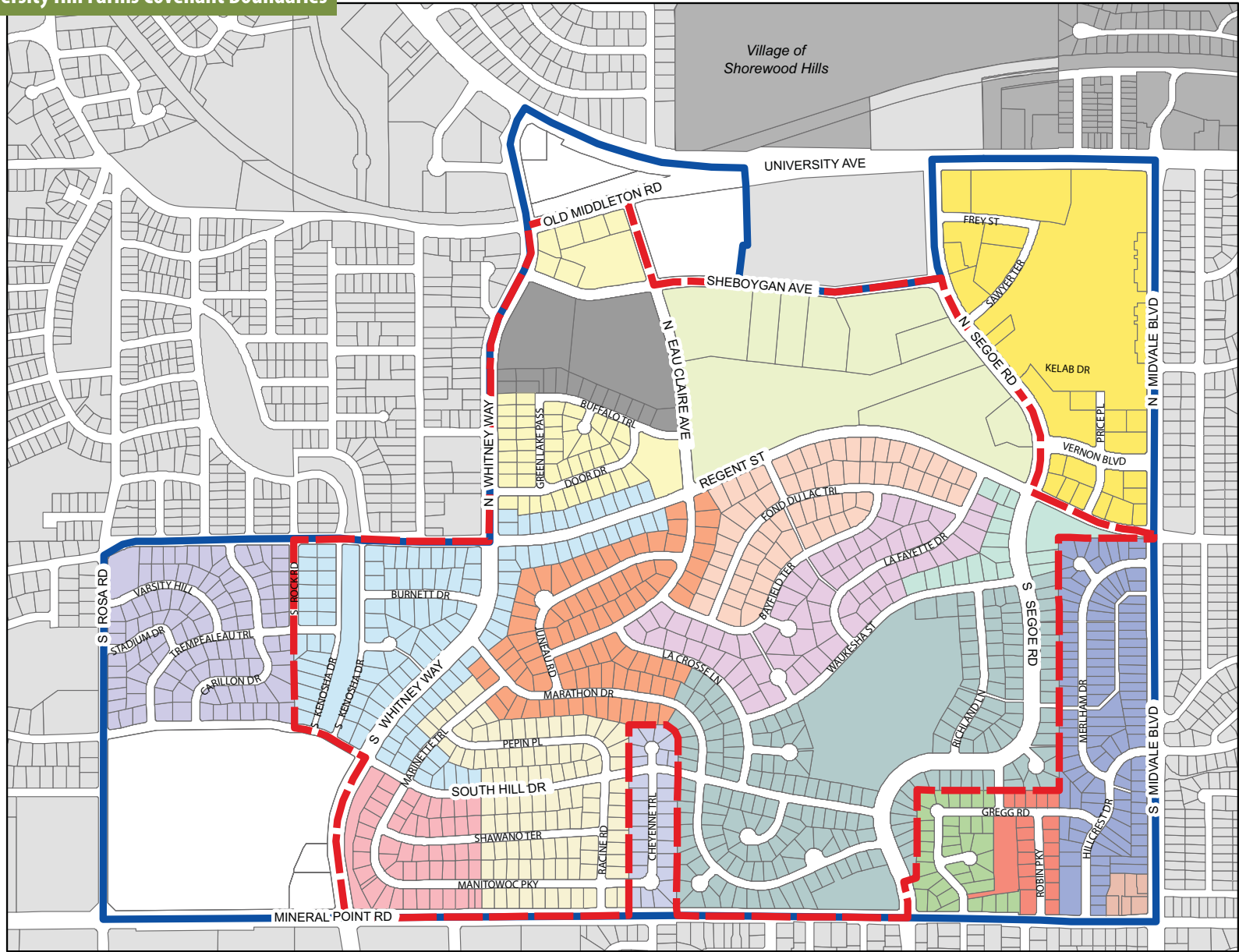
**Map 27: Zoning Overlay Districts**



- Legend**
- Tax Incremental District #41
  - Urban Design District #6
  - Wellhead Protection Dist #14 Zone A
  - Wellhead Protection Dist #14 Zone B
  - Study Area



**Map 28: University Hill Farms Covenant Boundaries**



**Legend**

- Planning Area
- Robin Parkway First Addition
- Robin Parkway
- Eighth Addition to Sunset Village
- Herman Arnold
- Cloverdale (3 Plats)
- Park Additi
- Commercial Reserve
- North Hill Addition
- University Highlands (7 Plats)
- Parkway Addition
- University Hill Farms
- First Addition
- Regent Addition
- South Hill Addition
- West Hill Addition
- Gugel Addition
- Hill Top Addition
- Seed Farm Addition
- UHF Architectural Review Area







# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 39335**

**File ID:** 39335      **File Type:** Resolution      **Status:** Council New Business  
**Version:** 1      **Reference:**      **Controlling Body:** COMMON COUNCIL  
**File Created Date :** 07/15/2015

**File Name:** Adopting the University Hill Farms Neighborhood Plan      **Final Action:**

**Title:** Adopting the *University Hill Farms Neighborhood Plan* as a supplement to the *City of Madison's Comprehensive Plan*.

### Notes:

**Sponsors:** Chris Schmidt and Mark Clear

**Effective Date:**

**Attachments:** Map 1 University Hill Farms Neighborhood Plan Study Area.pdf, Map 2 Overlapping Areas with Previously Adopted Neighborhood Plans.pdf  
**Author:** Julie Stroick, Planner IV

**Enactment Number:**

**Entered by:** jstroick@cityofmadison.com      **Hearing Date:**  
**Published Date:**

### History of Legislative File

Version:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Department of Planning and Community and Economic Development	07/15/2015	Referred for Introduction				
1	COMMON COUNCIL	07/21/2015					

### Text of Legislative File 39335

#### Fiscal Note

There is no fiscal impact associated with the adoption of the Plan. Implementing specific recommendations within the Plan will require the inclusion of expenditures in future capital and operating budgets, subject to Common Council approval at that time.

#### Title

Adopting the *University Hill Farms Neighborhood Plan* as a supplement to the *City of Madison's Comprehensive Plan*.

#### Body

WHEREAS, the *City of Madison's Comprehensive Plan*, adopted on January 17, 2006, recommends the preparation of neighborhood plans for established neighborhoods to provide greater detail on specific land uses, development intensity, and design characteristics; and

WHEREAS, the University Hill Farms Neighborhood Association applied for and received a Neighborhood Planning Grant to hire a planning consultant to prepare a mid-range (5-10 years) neighborhood plan (File ID 29191, Adopted 03-19-13) and which the authorizing resolution also directed the Planning Division to commence a corridor plan for University Avenue from roughly Breese Terrace to Allen Boulevard in the next five years, the recommendations of which shall supersede any University Avenue corridor recommendations made in this plan ; and

WHEREAS, the planning study area boundaries include the area roughly bounded by University Avenue on the north, Midvale Boulevard on the east, Mineral Point Road on the south, and S. Rosa Road and N. Whitney Way on the west, with the exception of the State of Wisconsin Department of Transportation property (4802 Sheboygan Avenue) which was excluded from study area (see Map 1: University Hill Farms Neighborhood Plan Study Area); and

WHEREAS, the University Hill Farms planning study boundaries provided additional analysis and planning in two areas which were previously covered in the *Hoyt Park Area Joint Neighborhood Plan* (File ID 30377, Adopted 01-07-2014) and *Spring Harbor Neighborhood Plan* (File ID 03712, Adopted 11-07-2006); and

WHEREAS a nine member appointed ad hoc steering committee of neighborhood residents, business owners and stakeholder representatives lead the planning process and public outreach efforts, including soliciting input through a community-wide and business survey, three community open houses, focus groups with business leaders, service organizations, and seniors; and targeted bus stop interviews along N. Eau Claire Avenue, Sheboygan Avenue, and N Whitney Way to receive input from the renter population living within the planning area ; and

WHEREAS, the *University Hill Farms Neighborhood Plan* describes the desired vision for the future of the planning study area and provides recommendations to guide future land use as well as key investment strategies in community facilities, economic development, historic resources, housing, parks and open space, transportation, and utilities; and

WHEREAS the recommendations in the *University Hill Farms Neighborhood Plan* are consistent with the broad recommendations contained in the *City of Madison's Comprehensive Plan* and provide more detailed land use and design recommendations at a finer geographic scale; and

WHEREAS, the *University Hill Farms Neighborhood Plan* land use recommendations are generally consistent with the land use, intensity, and neighborhood character plan recommendations within the adopted *Hoyt Park Area Joint Neighborhood Plan* for the overlapping area lying south of Hilldale Shopping Center, and are also generally consistent with land uses identified in the *Spring Harbor Neighborhood Plan* for the area overlapping area with exception that the *University Hill Farms Neighborhood Plan* recommends higher density and building height for the area located at the southeast corner of University Avenue at N. Whitney Way (See Map 2: Overlapping Areas with Previously Adopted Neighborhood Plans); and

WHEREAS, the *University Hill Farms Neighborhood Plan* recommendations have been reviewed by City departments and agencies and approved by the appropriate City boards, commissions, and committees.

NOW THEREFORE BE IT RESOLVED that the Common Council does hereby adopt the *University Hill Farms Neighborhood Plan* as a supplement to the *City of Madison's Comprehensive Plan*.



BE IT FURTHER RESOLVED, that the recommendations in the *University Hill Farms Neighborhood Plan* shall take precedence over the *Hoyt Park Area Joint Neighborhood Plan* and *Spring Harbor Neighborhood Plan* in the overlapping areas.

BE IT FURTHER RESOLVED, that the changes to the *City of Madison's Comprehensive Plan's* Generalized Future Land Use Plan Map recommended in the *University Hill Farms Neighborhood Plan* 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 and Community and Economic Development will prepare a status report on the implementation of the *University Hill Farms 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 the appropriate City agencies consider including the recommendations of the *University Hill Farms Neighborhood Plan* in future work plans and budgets.

BE IT FINALLY RESOLVED, that the Department of Planning and Community and Economic Development shall monitor the implementation status of and shall work to update the Plan within 10-15 years.

