



# City of Madison

City of Madison  
Madison, WI 53703  
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## Meeting Minutes - Approved UNIVERSITY HILL FARMS AD HOC STEERING COMMITTEE

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Thursday, June 27, 2013

7:00 PM

Covenant Presbyterian Church  
326 South Segoe Road

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### CALL TO ORDER / ROLL CALL

**Present:** 8 -

Joseph R. Keyes; Jaclyn D. Lawton; Thomas R. Favour; Christopher P. Klein; Kristina E. Gislason; Jonathan W. Hoffman; Brian W. Ohm and Thomas Mooney

**Governmental Staff/Consultants:** Melissa Huggins, Urban Assets, Andrew Dresdner, Cuningham Group, Jule Stroick, Planning Division.

**Others Present:** Fred Jaeger, Regent Street business owner and Herman Felstehausen, Spring Harbor Neighborhood.

A meeting of the **University Hill Farms Ad Hoc Steering Committee** was held on Thursday, June 27, 2013 at Covenant Presbyterian Church at 326 South Segoe Road. The meeting was called to order at 7:00 p.m. A quorum was present and the meeting was properly noticed.

### APPROVAL OF April 25 and May 23, 2013 MINUTES

A motion was made by Lawton, seconded by Klein, to Approve the Minutes of April 25 and May 23, 2013. The motion passed by voice vote/other.

### PUBLIC COMMENT

None.

### DISCLOSURES AND RECUSALS

None.

1. [29906](#)

#### Updates

WS Development, property owners of Hilldale Shopping Mall, will present planned improvements to the shopping center to the community tentatively on July 11.

Tom Favour, Jackie Lawton and the city-consultant team toured the planning study area this morning.

2. [29905](#)

#### Plan Development

Melissa Huggins and Andrew Dresdner conducted a session with steering committee members to identify the strengths, weaknesses, threats and opportunities of the planning study area.

**Issues**

- Train horns
- Deed restrictions
- Mixed-use but highly segregated
  - a. Actually separate areas that don't mix
  - b. Rennebohm is a barrier
  - c. Sheboygan
- School

**Opportunities**

- How to break park patterns?
- No place to walk to
  - a. Walk Score
- Reuse of property located to the east of North Whitney Way at University
- Rentals at Mineral Point need upgrading
- Hilldale vacancies
- Manitowoc duplexes - some owner occupied
- Safety at Sheboygan and Eau Claire
  - a. Crossing and lighting
- Crossing Sheboygan and Segoe
- Vernon area businesses (located between North Midvale and North Segoe Road) - growing vacancies

**Strengths**

- School - all kinds of kids attend
  - a. 90% moved to neighborhood
  - b. Have "walking school buses"
  - c. Mid-block paths
- Pool - hot summer day
  - a. Community
  - b. Apartments have pool (Monticello)
  - c. 1/3 community members
  - d. Rotates through generations
  - e. Attracts families from outside neighborhood because no snacks
- Hilldale - lots of transition but still neighborhood strength
  - a. Unique mix of neighborhood retail and national chains
  - b. Vibrant nighttime activity
  - c. Meets needs of single and professionals within walking distance
    - i. Meets broad scope of people
  - d. Now a regional destination
  - e. Hilldale is separate from Hill Farms
  - f. Sundance proximity
  - g. Metcalfe's employees lots of students
- Target - especially in bad weather
  - a. 1 of 10 built that way
  - b. Creates traffic for entire center
- Rennebohm - multiple activities - sports and culture
  - a. Events: 7/14, ice rink
  - b. Central location for entire neighborhood
- Garner park
  - a. Provides open space
  - b. Sports, Opera in the Park, sledding

**Weaknesses**

- Traffic crossings
  - a. Racine and Mineral Point
  - b. Regent and Eau Claire
    - i. Bad sight lines
  - c. Whitney Way and South Hill Drive
    - i. Separates neighborhood
    - ii. Too wide
    - iii. No marked cross walks
    - iv. Same cross section as north of Mineral Point
  - d. Mineral Point and Midvale
    - i. Need turn lanes but no room
- Apartments at Regent and Segoe being sold as condos
  - a. Low income
  - b. 42 condos
  - c. ½ rental
- Redevelopment at University and Whitney Way
  - a. Not inviting entry to neighborhood
  - b. Impact redevelopment DOT

**Priorities**

- Triangle
- Storm drain at Segoe and Regent
- How to cross University? Where?
- Vernon place offices
- Move buses off of Waukesha at school, causes traffic
- Improve park offerings
- Too much surface parking
- Manitowoc duplexes
- Apartments on west side of Eau Claire and Whitney Way and north of Sheboygan
- Hilldale vacancies
- Pedestrian crossings

**Post-it Activities**

**Opportunities**

- Many older homeowners moving out, being replaced by younger families with children.
- Parks, ice rink, public transportation, access to Farmers Markets, variety of housing, walking school bus, pool, Hilldale, schools, strong neighborhood association
- How can we better connect nearby bike facilities to neighborhood?
- With greater number of children, how can local schools become stronger leaders in neighborhood?
- BRT planned to run down Whitney Way
- Commuter rail station planned for Whitney Way and University. How will it connect into neighborhood?
- Price Place/ Vernon Blvd could be more dense and an employment center.
- Strong neighborhood identity
- Potential federal Historic District
- Strong schools as anchor of neighborhood
- Encourage new stores at Hilldale
- Redevelop area south of Hilldale to Regent Street

**Issues**

- DOT Redevelopment behind schedule
- Bad - Mineral Point traffic, Whitney Way separation, Regent St./Eau Claire crossing, Whitney Way ped access to park
- Neighborhood isn't walkable b/s there are few destinations
- Improve senior center facility on Sawyer Terrace
- Threat of major impacts with redevelopment of FSOB properties. Especially traffic impacts, parking off site, impact on gardens, etc.
- Neighborhood may have mixed uses and many renters, but it is highly segregated
- Need for dog park within the neighborhood
- Need to maintain properties
- Need for City to inform people about deed restrictions
- Anchor Bank building architecturally distinct
- Automobile traffic

3. [30273](#)

**Public/Stakeholder Participation Input/Strategy**

A public participation strategy was distributed. Jule Stroick described that different strategies would be used based upon the plan phase: Scan, Issue Identificaiton, Policy Development, Plan Development, and Plan Review/Approval. It is important that we reach many segments of the population and the business community.

A community wide survey would be launch in the next week or two. At the 4th of July, a sandwich board, brochures, flyers/cards would be distributed to get out the word. In addition, flyers would be placed at area businesses and apartment complexes.

4. Next Agenda

The next meeting is tentatively scheduled for:  
Thursday, July 25, 2013  
Covenant Presbyterian Church  
326 South Segoe Road  
7:00 pm

It is likely the meeting will be canceled to allow the city-consultant to conduct the community wide survey, focus groups, and exit interviews with renters/homeowners. If the meeting is cancelled, the next regularly scheduled meeting is Thursday, August 22, 2013.

**ADJOURNMENT**

**A motion was made by Lawton, seconded by Mooney, to Adjourn 9:10 p.m. The motion passed by voice vote/other.**