



# 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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Wednesday, January 28, 2015

6:30 PM

Covenant Presbyterian Church  
326 South Segoe Road, Room B125

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### CALL TO ORDER / ROLL CALL

**Present:** 7 - Joseph R. Keyes; Jaclyn D. Lawton; Thomas R. Favour; Christopher P. Klein; Bradley Campbell; Brian W. Ohm and Thomas Mooney

**Governmental Staff / Consultants:** Jule Stroick, Planning Division

**General Public:** A. Henry Hempe, President, University Hill Farms NA; Nan Fey, City of Madison Community Gardens Committee; Herman Felstehausen, Spring Harbor NA; and Fred Mohs, Multifamily Property Owner.

### APPROVAL OF June 26, 2014 MINUTES

**A motion was made by Lawton, seconded by Favour, to Approve the June 26, 2014 Minutes. The motion passed by voice vote/other.**

### PUBLIC COMMENT

Herman Felstehausen, representing the Spring Harbor NA: Mr. Felstehausen emphasized the importance of Spring Harbor NA input on the redevelopment of properties abutting on the north and south sides of University Avenue and the future transportation improvement or infrastructure changes to University Avenue. He requested the steering committee to make changes in the plan to reflect the joint collaboration between the existing neighborhood associations.

Fred Mohs, Multifamily Property Owner. Discussed the concern over the proposed increase in density and how the change of character, in terms of scale and height, would impact the planning area. In particular, Mr. Mohs was concerned over the proposed changes at Karen Arms. He would like for the existing layout and density to remain as is.

Nan Fey, City of Madison Community Gardens Committee. Ms. Fey indicated that she was present to listen to the discussion on the community garden issue and plan recommendations related to new garden areas.

### DISCLOSURES AND RECUSALS

None.

#### 1. [29906](#)

#### Updates

- University Hill Farms Neighborhood Association applied for and received a WiDNR Forestry Grant to inventory tree species on private property throughout the neighborhood.
- In November, the state DOA announced four development groups were still in the

running for the redevelopment of the WiDOT site. No announcement has been made of the final selection of the development team.

2. [29905](#)

Plan Development

- The draft letter describing the public input gathered during the planning process in relation to the WiDOT site was reviewed. No changes were made to the draft letter. On a motion by Favour, seconded by Lawton, the steering committee requested city staff to release the letter depending on a decision if the letter should be circulated immediately or to accompany the plan (as part of adoption process). The chairperson recognized a question/request from Nan Frey regarding if she could inform the Garden Committee that the letter mentioned the importance of the Sheboygan Committee gardens. The steering committee indicated that it would be fine to do so.

Steering Committee members recommended the following corrections and/or changes to the draft plan:

General Comments

- All pictures should have captions. All maps should have clearly labeled Legends.
- Review the pictures used in the plan to determine if Madison based pictures could be interchanged with photographs of buildings and landscapes from other locations.

Cover Page

- Select pictures on the cover page that do not highlight individuals. Replace middle picture of "the two persons" with a well-known feature within the neighborhood.

Executive Summary

- Pg. 1, Under Executive Summary, 2nd Column: Rewrite to read: a new market rate 12-11-story apartment building on N Segoe Road,
- Pg. 1: Add reference to the newly established national historic district.

Introduction

- Pg. 2, Under Introduction, 1st paragraph: Rewrite to read: suburban-like feel due to the significant number of single-family homes, curvilinear streets, ~~and cul-de-sacs~~ concentrated on its southern end. Remove reference to cul-de-sacs throughout entire plan.
- Pg. 4, Under Introduction, Bullet Point 1: Remove sentence: ~~Although this planning area has become more urban, the cul-de-sacs and curvilinear street pattern of its southern end make it cumbersome for some senior residents to access basic services without a vehicle.~~
- Pg 4, Map 2: Add legend.

Planning Area Findings

- Pg. 16, Education: Change "Graduate" to "Master Degree or Higher".

Future Land Use

- Pg. 21, Map 5. Shade in the area depicted by map code No. 1 (purple).

Focus Areas

- Clarify the Projected Buildout tables to reflect that the residential units and commercial square footage is either gross or net.
- Pg. 23, Under Focus Area Map 6, Bullet Point 4: Describe WHEDA and the LIHTC Program in the Appendix.
- Pg. 23, Under Focus Area Map 6: Add Sheboygan Avenue Focus Area to the map.
- Pg. 28, Recommendations: Add narrative that the view shed from Old Sauk Road should be taken into consideration with any new development and that new

development should be compatible with new redevelopment that is occurring on abutting properties and along University Avenue.

- Pg. 30, American Red Cross Perspective Drawing: Check with consultants to determine if the illustration can be redrawn to emphasize that the American Red Cross building is in the background and that the new buildings on Sheboygan Avenue do not overshadow the building in terms of height.
- Pg. 33, Sawyer-Segoe Perspective Drawing: Check with consultants to determine if the illustration can be redrawn to emphasize the proposed buildings are 8-10 stories with step down of building height toward Regent Street.
- Pg. 36, Vernon-Price Perspective Drawing: Check with consultants to determine if the illustration can be redrawn to include the Anchor Bank profile in the perspective.
- Pg. 38, Under Projected Build Out: Change the building height range from 3-8 to 3-6 stories for Block A and Block B.
- Pg. 35, Replace picture of staircase and/or rename as "Example of staircase to Hilldale Shopping Center.
- Pg. 42-45, Sheboygan Avenue: Move this section to follow American Red Cross (after pg 32).
- Pg 45, Proposed Roundabout Picture: Change 12-stories to 11-stories on 617 N Segoe.
- Pg. 45, Long Term Concept Map: Move the "Ground Floor Retail" for the BRT from N Whitney Way to N Eau Claire Avenue.

#### Transportation Recommendations

- Pg. 48, Under Pedestrian and Bicycle Improvements: Add walk signals at Mineral Point Road crossing S. Whitney Way.
- Pg. 48, Under Pedestrian and Bicycle Improvements: Add walk signals at Mineral Point Road and S. Rosa Road.
- Pg. 48, Under Pedestrian and Bicycle Improvements: 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.
- Pg 49, Under Pedestrian and Bicycle Improvements, Bullet Point 3: Expand the narrative of South Hill Drive as a east-west bicycle route by describing the bicycle network system and how this segment would improve it.
- Pg. 51-52. Headings are cut off on top of both pages.

#### Housing Recommendations

- Pg. 53, Under Introduction Paragraph: Define tenure.

#### Historic and Cultural Resources

- Pg. 56, Under first bullet point: Rewrite to read: 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.
- Pg. 56, Top, Right Hand Photograph: Replace with a photograph that does not have a three car garage.

#### Parks and Open Space Recommendations

- Pg. 56, Under Buffalo/Eau Claire Retention/Detention Pond: Remove text from plan.
- Pg. 58, Garner Park and Kenosha Greenway Concept: Correct Hill Drive to **South** Hill Drive.

#### Neighborhood-Based Associations

- Pg. 68. Rename "Neighborhood-Based Associations" to "**Schools and Neighborhoods**".
- Pg. 68, Under the newly renamed Schools and Neighborhoods: Add a bullet point of working with the area schools and abutting neighborhood associations.

On a motion by Favour, seconded by Campbell, the steering committee approved all proposed changes to the Draft University Hill Farms Plan (12-30-14) as outlined above. The motion passed by voice vote/other.

On a motion by Klein, seconded by Lawton, the steering committee approved all proposed changes to the Draft University Hill Farms Plan (12-30-14) as outlined in the staff report except for recommended change below. The motion passed by voice vote/other.

On a motion by Klein, seconded by Lawton, the Motion Failed to approve the following recommendation:

Add new plan recommendation to read: 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.

3. [31946](#)

Plan Process

Deferred to next steering committee meeting.

4. [36925](#)

Placemaking Project(s)

Deferred to next steering committee meeting.

## ADJOURNMENT

A motion was made by Lawton, seconded by Campbell, to Adjourn at 10:00 p.m. The motion passed by voice vote/other.