

CONTINUE THE DISCUSSION



SHOREWOOD HILLS GARDEN HOMES NEIGHBORHOOD

Plan Commission Presentation
March 26, 2019

AGENDA

- Study Goals and Process
- January 10th & February 5th Meeting Summaries
- Key Assumptions
- Review Development Objectives
- February 25th Meeting Summary
- Recommendations

STUDY GOALS AND OBJECTIVES

- Evaluate conditions in entire Garden Homes Neighborhood Study Area in light of recent flooding
- Understand priorities and concerns of Village and Study Area residents
- Undertake feasibility analysis on future development opportunities in and near Study Area that responds to physical realities and market conditions
- Develop written objectives to guide redevelopment
- Amend Village plans as necessary

VILLAGE'S PLANNING PROCESS

Phase 1: Existing Conditions Analysis and Neighborhood Visioning

Task 1.1 Data Collection and Base Mapping

Task 1.2 Neighborhood Listening Session (January 10th)

Task 1.3 Commercial Property Owner Interviews

Task 1.4 Constraints Analysis

Phase 2: Alternatives and Objectives Development

Task 2.1 Alternatives Development

Task 2.2 Neighborhood Meeting on Alternatives (February 5th)

Task 2.3 Development Objectives Preparation

Task 2.4 Neighborhood Meeting on Objectives (February 25th)

Phase 3: Adoption

Task 3.1 Objectives Refinement/Final Document

Task 3.2 Community Open House and Plan Commission Hearing (March 12)

Task 3.3 Village Board Adoption

Task 3.4 Potential Comprehensive Plan Text Amendment

JANUARY 10TH COMMENT SUMMARY - ASSETS

- Proximity to UW, employment, and services
- Affordable single family housing
- Access to transit and bike path
- Low traffic
- Neighborhood feel, tight-knit community
- Smaller houses add to housing diversity of Shorewood Hills
- High visibility

JANUARY 10TH COMMENT SUMMARY - ISSUES

- Flooding/stormwater management
- Balancing owner vs. renter occupancy
- Density of surrounding development puts pressure on neighborhood
- Isolation from rest of Village (few access points)
- Existing single family zoning
- Public vs. private interest

JANUARY 10TH

COMMENT SUMMARY - OPPORTUNITIES

- Long-term stormwater solution
- Cleared homes allows rethinking of layout and ecological balance
- Possible addition of significant shared green space in place of large private yards
- Demonstrate support for affordable and diverse housing stock
- Moderate increase in development density that works within surrounding context, but not out of place among remaining homes

JANUARY GARDEN HOMES HOMEOWNER SURVEY

- 8 responses out of 11 owner-occupied homes
- All long-standing residents (21+ years)
- All have experienced some hardship from flooding, whether in 2018 or past years
- Most are interested in remaining in their homes as long as possible, keeping them in the family, and maintaining neighborhood feel

JANUARY 10TH

KEY PAD POLLING RESULTS

- Neighborhood residents nearly unanimous in excluding rental housing from the residential types the Village should consider for the study area.
- Neighborhood residents more opposed to mixed-use development in the study area than respondents as a whole.
- 71% of neighborhood residents chose “Preserve and protect features that reflect the history of the Village” as the top Comp Plan priority for the Village as a whole vs. only 45% of all attendees who chose this response.
- 53% of neighborhood residents chose “Match historic character as much as possible” as the most important issue for the study area vs. 42% of all respondents choosing “Stormwater management” as the top response.

FEBRUARY 5TH EXISTING STREET LAYOUT – TOP RESPONSES



Advantages

- Maintain current infrastructure and streets
- Least disruptive to the remaining neighborhood
- Most similar to existing neighborhood layout

Disadvantages

- No opportunity for new greenspace/open space for stormwater detention
- Does not improve drainage
- Inefficient layout for anything except single family homes

FEBRUARY 5TH POCKET NEIGHBORHOOD – TOP RESPONSES



Advantages

- Attractive, shared greenspace promotes community
- Open space between buildings
- Loop road avoids dead-ends and keeps garages in rear
- More likely to promote affordable options

Disadvantages

- Garages/street put a back to remaining homes
- May promote separation between new construction and remaining homes
- Inward greenspace doesn't feel like public land

FEBRUARY 5TH EAST/WEST ORIENTATION – TOP RESPONSES



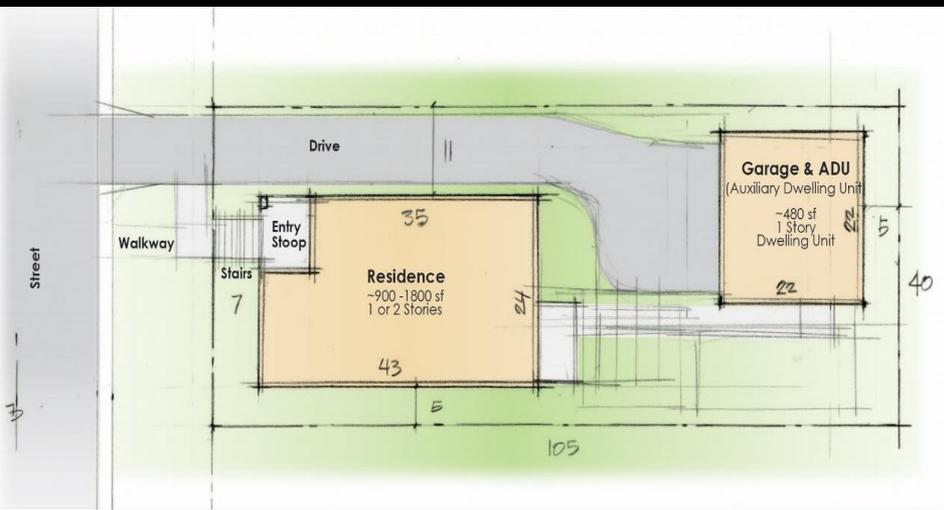
Advantages

- Good opportunity for stormwater detention on green space
- Use of green space by entire neighborhood/community
- Friendly to more dense development

Disadvantages

- Costs to relocate utilities/infrastructure
- Perpendicular facing of new vs. old buildings
- Less privacy (no private property)

FEBRUARY 5TH SINGLE FAMILY W/ ADU – TOP RESPONSES



Advantages

- Fits existing neighborhood and Village character
- Private yards and gardens
- ADU option provides flexible living arrangements
- Potential rental income for owners

Disadvantages

- High land cost per unit
- New construction likely not affordable
- Too much impervious surface
- Limited greenspace

FEBRUARY 5TH DUPLEX/TWIN HOME – TOP RESPONSES



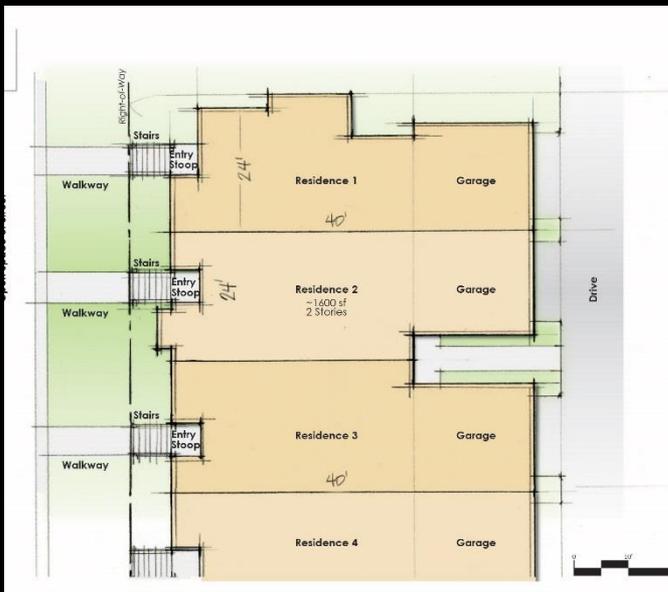
Advantages

- Preserves some greenspace
- More energy efficient, light on three sides
- Larger homes in line with market demand

Disadvantages

- Dissimilar to other offerings in Villages (all single family or multi-family)
- Problems with common walls
- Doesn't allow for significantly higher density, which will drive up costs per unit

FEBRUARY 5TH TOWNHOMES (4-8 UNITS) – TOP RESPONSES



Advantages

- Greenspace & porches invite community-building
- Collective greenspace can be used for stormwater retention
- Higher density & smaller units promote affordability, but at lower intensity than large-scale buildings

Disadvantages

- Mismatched density from remaining neighborhood
- Limited windows/light for interior units
- Elevated or multistory units less accessible for elderly/disabled

KEY ASSUMPTION: ELEVATION AS BEST SHORT-TERM STORMWATER MITIGATION STRATEGY

- Large-scale changes to basin-wide stormwater infrastructure are years away
- Development of vacant lots expected well before changes are implemented
- Elevating living area of new units by ~4 feet is the most logical method to protect against extraordinary rain events (8/2018 flood elevation)
- Selected elevation method will need to ensure:
 - existing flood issues are not exacerbated
 - adjacent/downstream development is not adversely impacted

Village of Shorewood Hills Flood August 2018



Legend

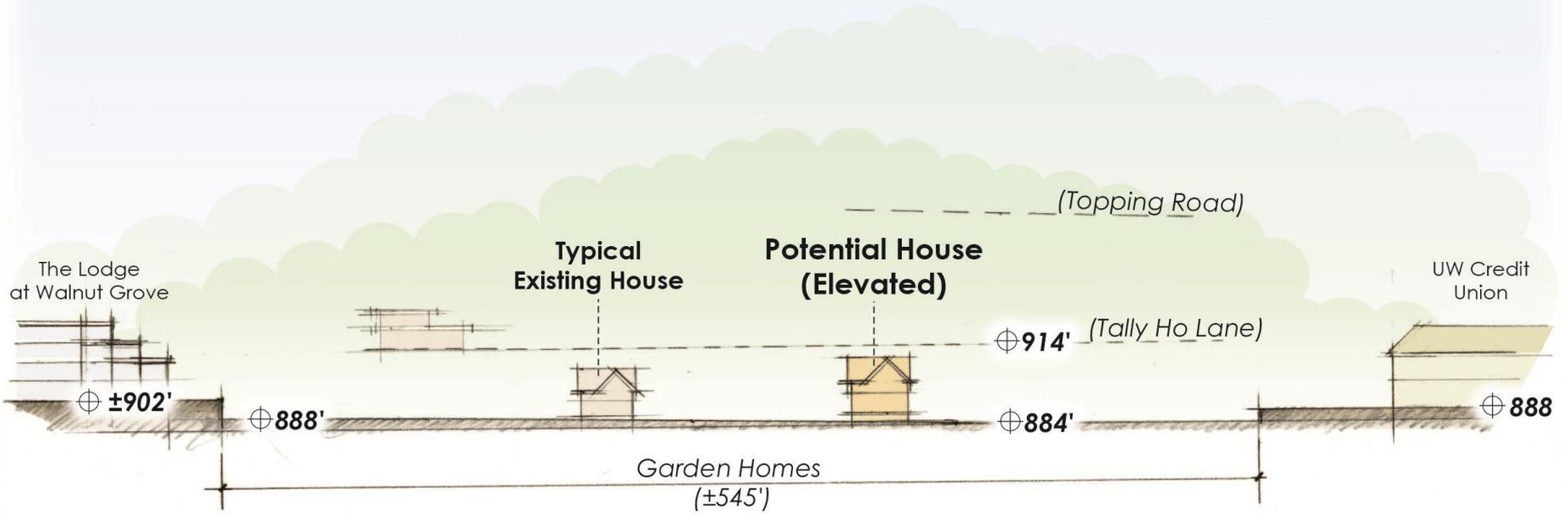
- Municipal Boundary
- Inundated Areas




Shorewood Hills Engineering, Inc. makes no representation regarding the accuracy or completeness of this map and its underlying data. Any use or reuse of this map will be at user's own risk and without liability or high accuracy. Erik & Cresta Engineering, Inc. is not to be held liable for any errors or omissions of digital data. Date: 8/15/18

GARDEN HOMES NEIGHBORHOOD
AREA CROSS SECTION

Madison, Wisconsin



GARDEN HOMES NEIGHBORHOOD
BUILDING ELEVATION TECHNIQUES

Madison, Wisconsin

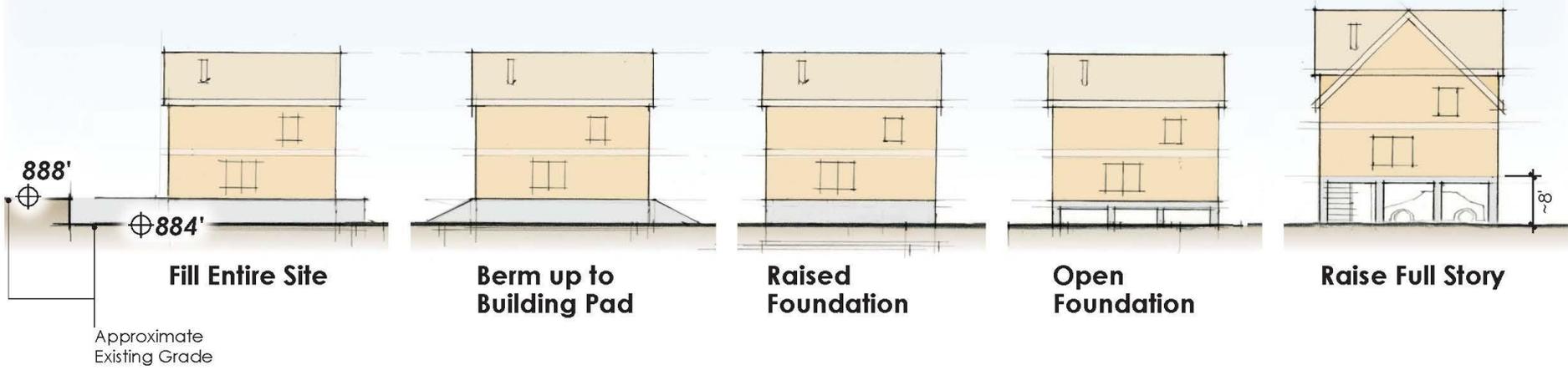
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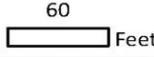
KEY ASSUMPTION: NEIGHBORHOOD CONTINUES TO TRANSITION

- Majority renter-occupied for 10+ years
- Two lots on University Avenue already transitioned to commercial use
- Majority of properties (24 of 43) controlled by a single entity
- Only 11 owner-occupied homes remaining
- History of flooding will make sales difficult for continued single-family use
- University Avenue Corridor continues to densify
- Prime location in market that would support nearly any use

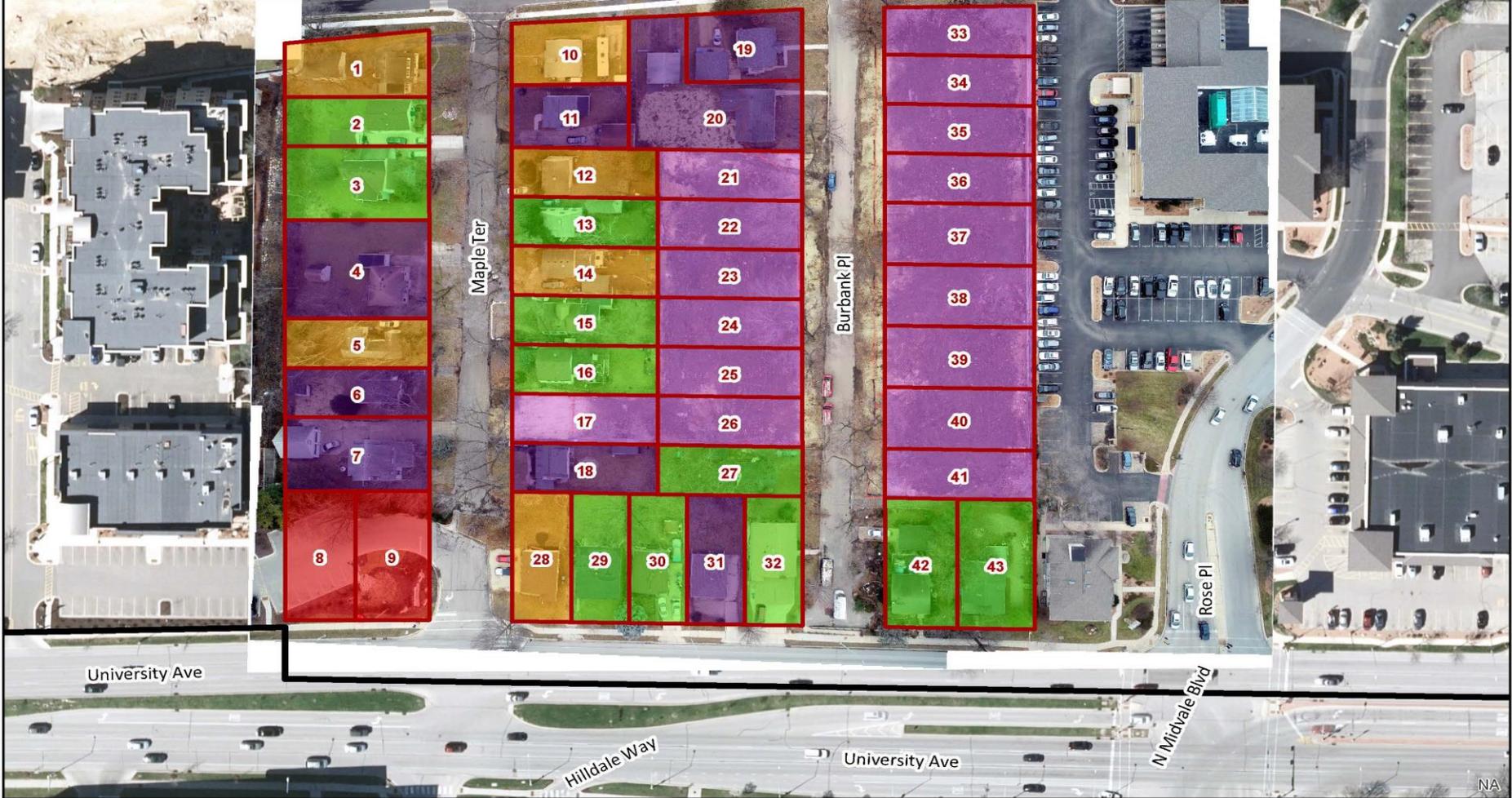
Garden Homes Neighborhood Ownership

Post-Flood Photo 12-21-18

- Under Single Ownership - Remaining Home
- Owner Occupied
- Under Single Ownership - Vacant Lot
- Commercial
- Other Renter Occupied

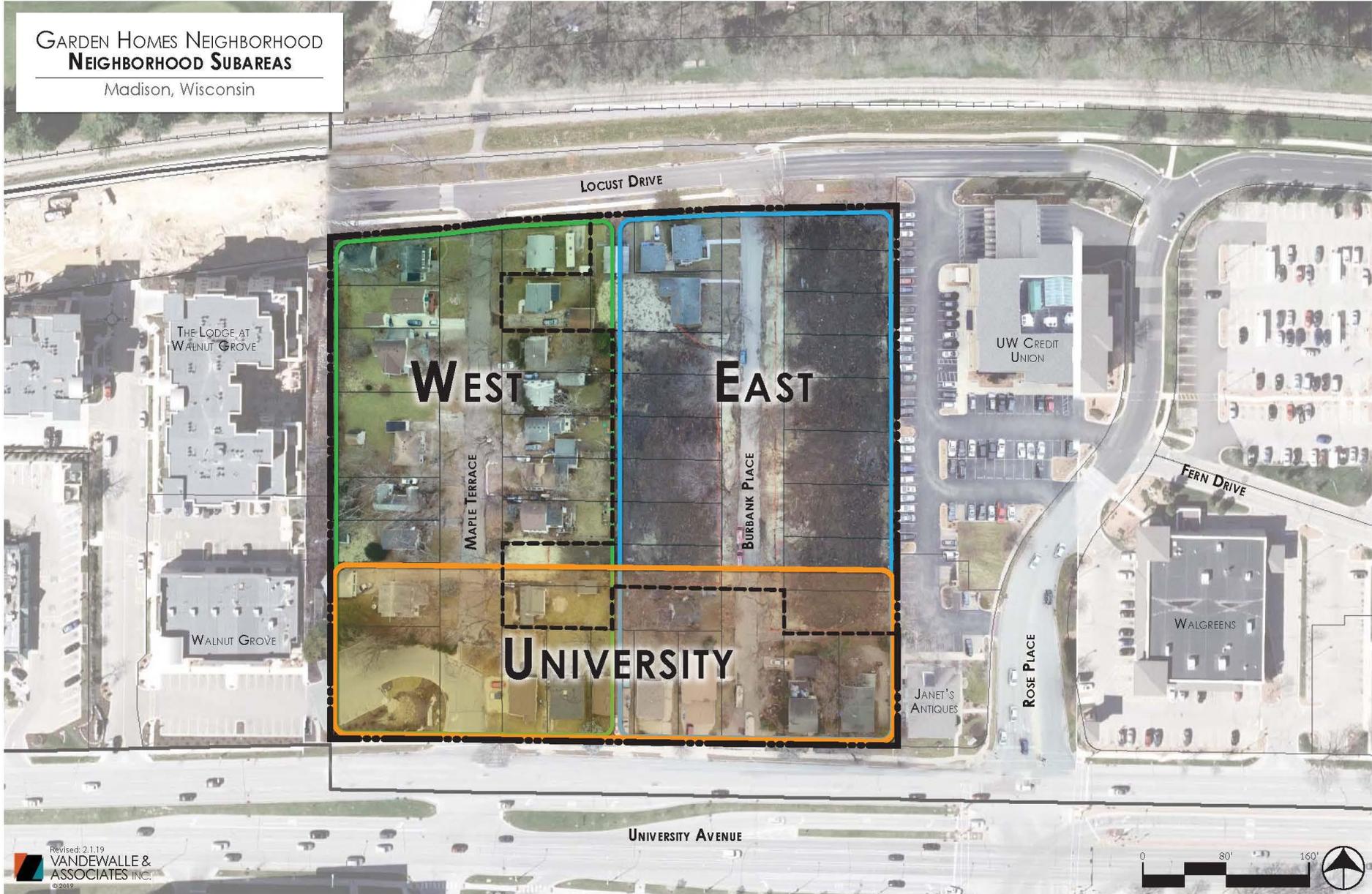


Date: 2/19/19
 Sources: Dane Co. LIO,
 Vandewalle & Associates



GARDEN HOMES NEIGHBORHOOD
NEIGHBORHOOD SUBAREAS

Madison, Wisconsin



KEY ASSUMPTION: NEIGHBORHOOD CONTINUES TO TRANSITION

Type	East		West		University		Total	
	Lots	% of Area	Lots	% of Area	Lots	% of Area	Lots	% of Area
Owner-Occupied	0	0%	5	35.7%	6	46.2%	11	25.6%
Other Rental	0	0%	5	35.7%	1	7.7%	6	14.0%
Commerical	0	0%	0	0%	2	15.4%	2	4.7%
Single Ownership	16	100.0%	4	28.6%	4	30.8%	24	55.8%
Occupied	2	12.5%	3	21.4%	3	23.1%	8	18.6%
Demolished	14	87.5%	1	7.1%	1	7.7%	16	37.2%
Total Lots	16		14		13		43	

PRIMARY REDEVELOPMENT FACTORS

- Cost of land, fill/elevation and new construction
- Strong real estate market along University Ave.
- Significant supporting infrastructure and proximity to employment
- Regional infill goals to limit expansion of urbanized area
- Desire for affordability
- Desire for diversity in unit types
- Desire for shared green space
- Desire for housing young families and seniors
- Desire to maintain neighborhood feel



**Draft
Development
Objectives**

OBJECTIVES

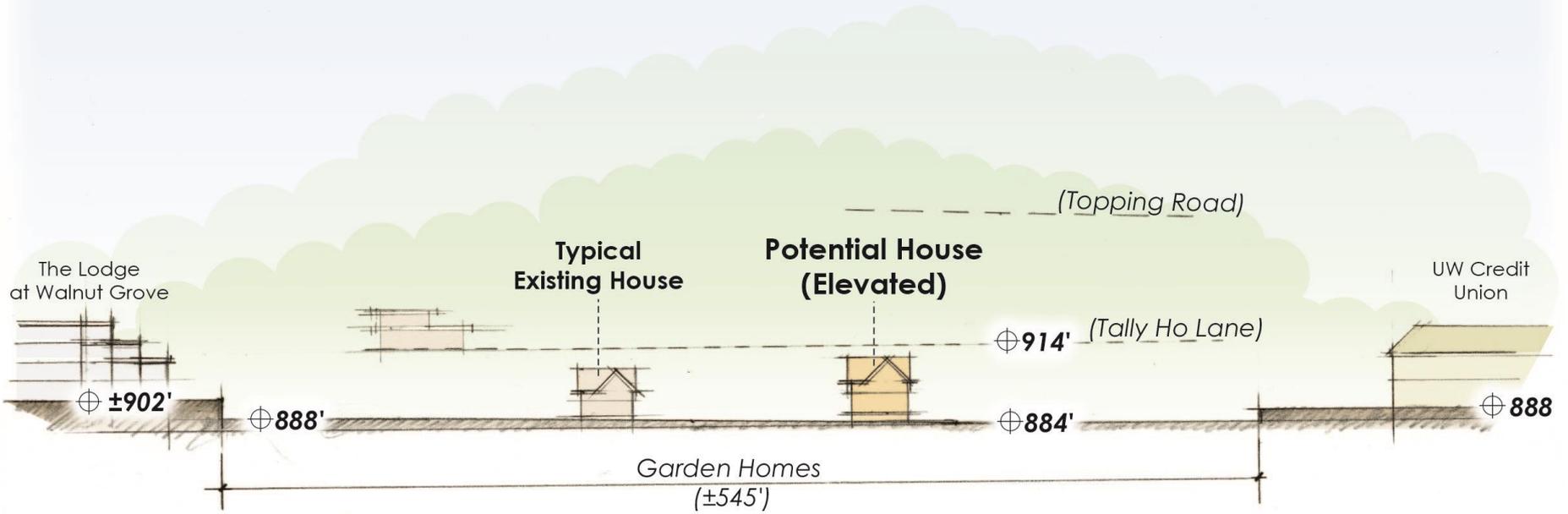
the village of
SHOREWOOD HILLS
Wisconsin

A. MITIGATE POTENTIAL FOR FLOOD DAMAGE

1. Elevate Living Areas and Floodproof Supporting Equipment
2. Incorporate Stormwater Management Best Practices

GARDEN HOMES NEIGHBORHOOD
AREA CROSS SECTION

Madison, Wisconsin



B. MAINTAIN COHESIVE NEIGHBORHOOD FEEL

1. Maintain Primary Residential Use

- All forms of residential development may be considered
- Institutional uses such as churches and schools provided they follow all of the applicable Redevelopment Objectives
- Live-work units (such as artist lofts) provided they would generate little additional traffic, have few external impacts and would maintain a residential appearance
- Opportunities for individual, co-housing, condominium, or cooperative ownership are preferred in addition to senior housing (rental or owner)

B. MAINTAIN COHESIVE NEIGHBORHOOD FEEL

2. Utilize Traditional Residential Building Design

- Incorporate sloped roofs and clapboard, brick or stone siding; use of faux materials and commercial materials should be avoided.
- Limit building height to a maximum of four stories, with upper levels stepping back from adjacent homes; additional stories may be considered if additional open space is provided
- To mimic the historic single-family character, break larger buildings into smaller (40-50 feet wide)
- Provide direct outdoor access such as individual unit and shared patios, decks and balconies
- Use rectilinear footprints and simple building forms
- Use consistent building designs and materials across all four sides

B. MAINTAIN COHESIVE NEIGHBORHOOD FEEL

3. Provide Adequate Buffering to Existing Homes

- Create setbacks similar in depth to existing rear yards
- Step back floors above 2nd level adjacent to homes
- Provide intermittent and varied landscaping; avoid continuous hedges, fences and walls
- Minimize public entries on sides adjacent to homes
- At entries, use downlighting under porch roofs or residential-scaled wall-mounted light fixtures
- High intensity & commercial-scale lighting are prohibited unless required for emergencies
- Locate mechanical equipment on building sides that do not adjoin homes

C. INCORPORATE COMMON OPEN SPACE

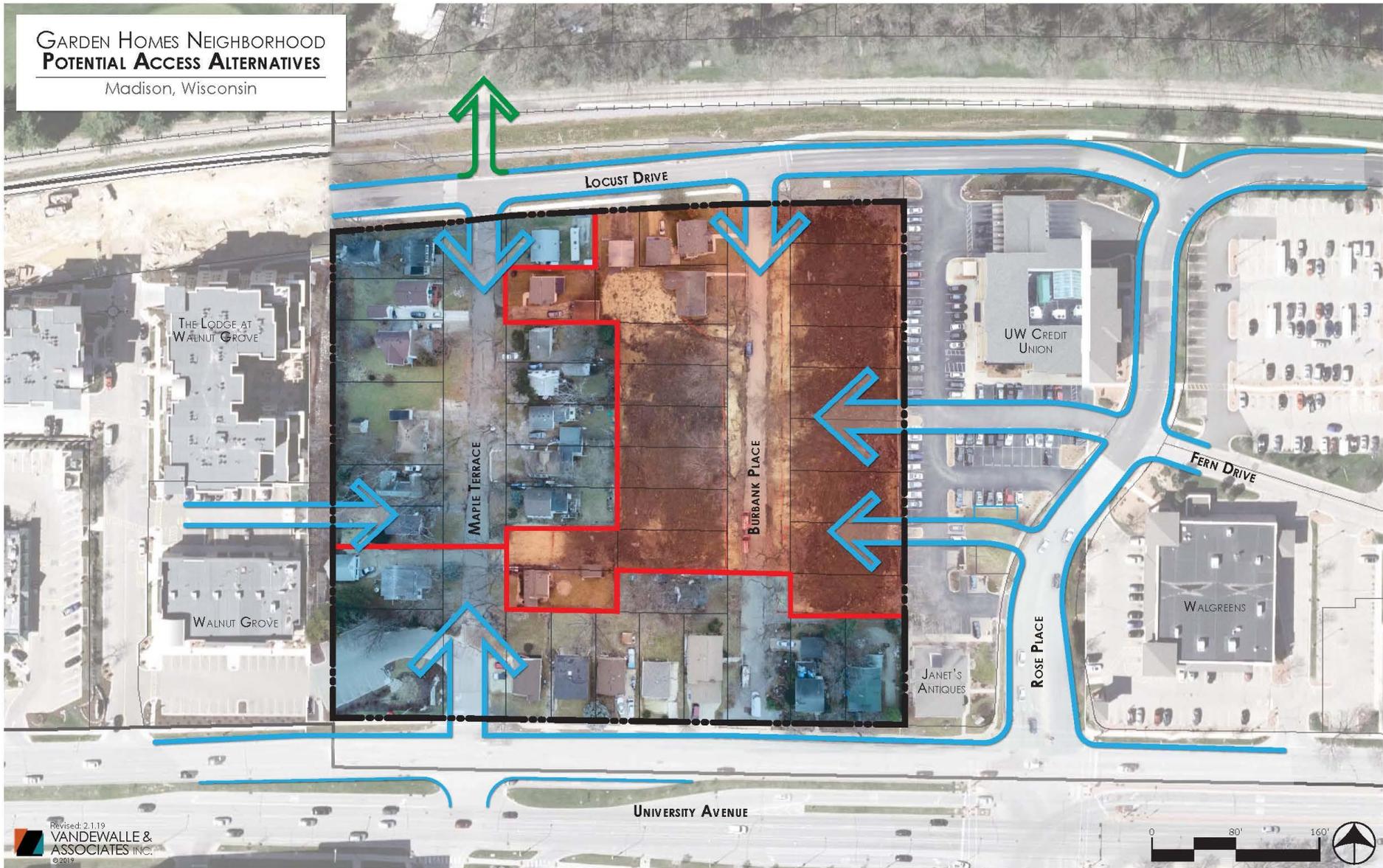
- Use common open areas as a central feature around which to orient buildings and building/unit entries
- Create larger spaces that can accommodate a variety of informal activities
- If residential units are intended to attract families, create one or more small play areas with amenities
- Locate active areas away from existing homes
- Integrate stormwater management features

D. MINIMIZE VEHICULAR IMPACTS

- Incorporate measures to reduce reliance on cars
- Ensure continuous access is provided to all existing homes
- Locate primary access points and vehicular drives away from existing homes
- Primary parking areas should be enclosed with individual surface parking lots limited to a maximum of 30 cars
- Locate garages within the main building footprint or to side or rear; avoid garages that extend in front of living areas
- Avoid attaching more than two garages
- Provide a continuous public pedestrian and bicycle connection from Locust Drive to University Avenue

GARDEN HOMES NEIGHBORHOOD POTENTIAL ACCESS ALTERNATIVES

Madison, Wisconsin



E. SEEK AFFORDABILITY

- Developers should consider using affordable housing financing programs to provide some affordable units
- The Village should consider creating one or more affordable housing funding sources for use in the neighborhood
- Projects that provide more than 25% affordable units may be permitted to exceed some of the development density and intensity (but not design) limitations in these Objectives

EXISTING HOUSING MIX

Unit Type	Shorewood Hills*	Madison**	Dane County**
Single Family	63.3%	47.7%	59.2%
Two Family	0.0%	4.6%	4.2%
Multi-Family	36.7%	47.1%	35.8%
Other (mobile home, RV, etc.)	0.0%	0.6%	0.8%
TOTALS	100%	100%	100%

*Village of Shorewood Hills assessment records

**U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

MEDIAN HOUSING VALUES AND HOUSEHOLD INCOMES

	Shorewood Hills	Madison**	Dane County**
Median Home Value	\$590,500*	\$223,300	\$242,700
Median Income	\$125,000**	\$59,387	\$67,631

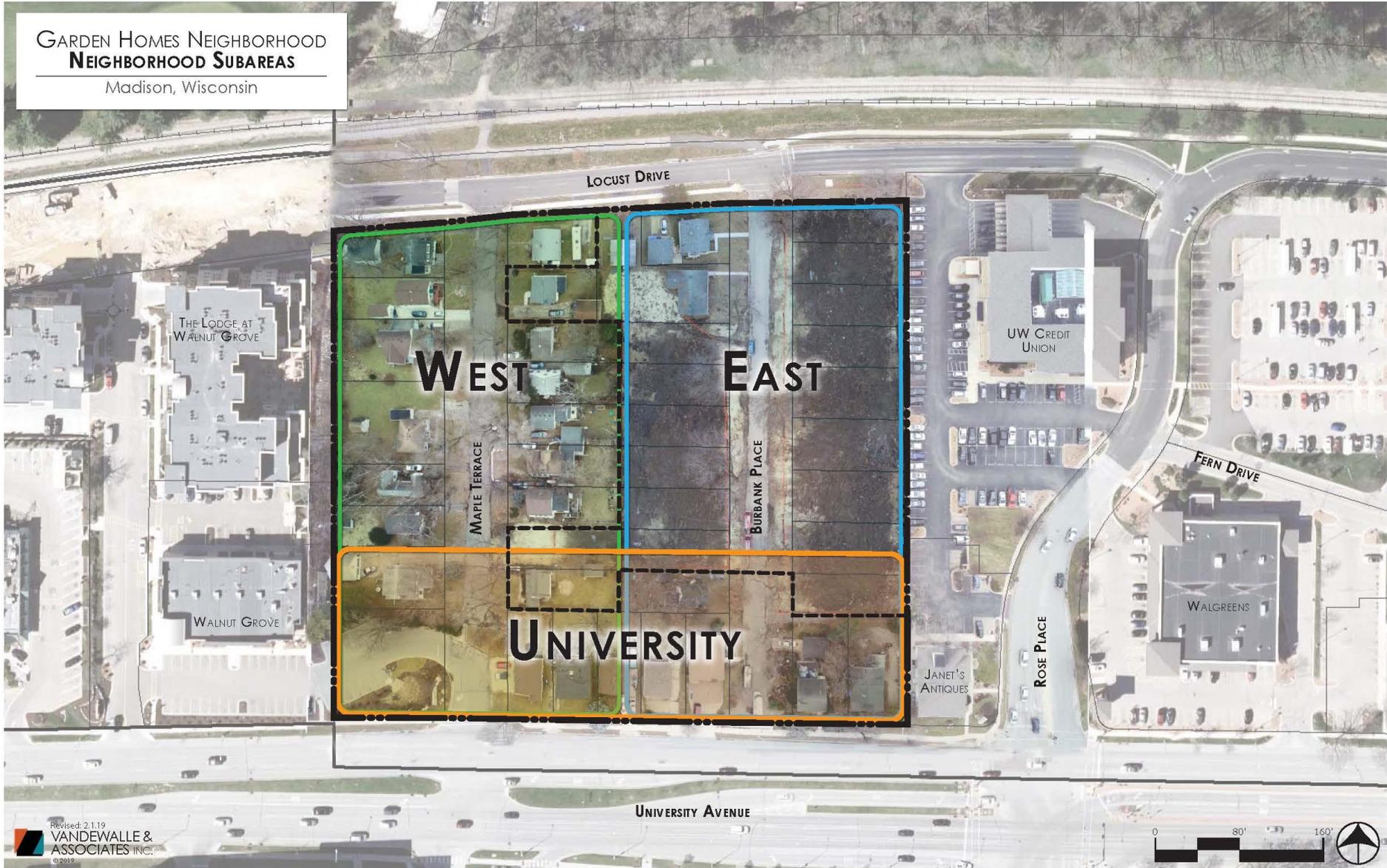
*Village of Shorewood Hills assessment records

**U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

F. FUTURE REDEVELOPMENT

GARDEN HOMES NEIGHBORHOOD NEIGHBORHOOD SUBAREAS

Madison, Wisconsin



F. FUTURE REDEVELOPMENT

West Area Redevelopment

1. Uses (in addition to those listed previously)

- Offices
- Hotels
- Other commercial use as part of mixed-use buildings

2. Building Design

- Maximum building heights may extend up to six stories
- Building design should still reflect a traditional residential character, but a wider pallet of exterior materials may be considered in addition to flat roofs

3. Parking

- Enclosed parking is preferred with surface parking broken into smaller (30+/- spaces) distinct lots

F. FUTURE REDEVELOPMENT

University Avenue Area

1. Uses (in addition to those listed previously for the West Area)
 - Commercial
2. Access and Parking
 - Parking in front of the buildings along University should be avoided; locate surface parking to the side or rear
 - Use a single point of access from University Ave. for the entire area; use of existing Lodge driveway is preferred
 - Non-residential projects may need to separate vehicular access and circulation from predominately residential development in the East and West Areas; maintain pedestrian and bicycle connections

FEBRUARY 25TH KEY PAD POLLING RESULTS

- 39% of neighborhood residents thought the Objective to Utilize Traditional Residential Building Design was “Too Lenient” vs. 41% of all respondents who thought it was “Just Right.”
- Only 44% of neighborhood residents thought the Objective to provide Adequate Buffering was “Just Right” vs. 72% of all respondents who thought it was “Just Right.”
- 85% of neighborhood residents thought the Objective to Incorporate Common Open Space was “Just Right” vs. 79% of all respondents that thought it was “Just Right.”
- Only 43% of neighborhood residents thought the Objective to Minimize Vehicular Impacts was “Just Right” while another 43% thought it was “Too Lenient.” These compared to 67% of all respondents who though it was “Just Right.”

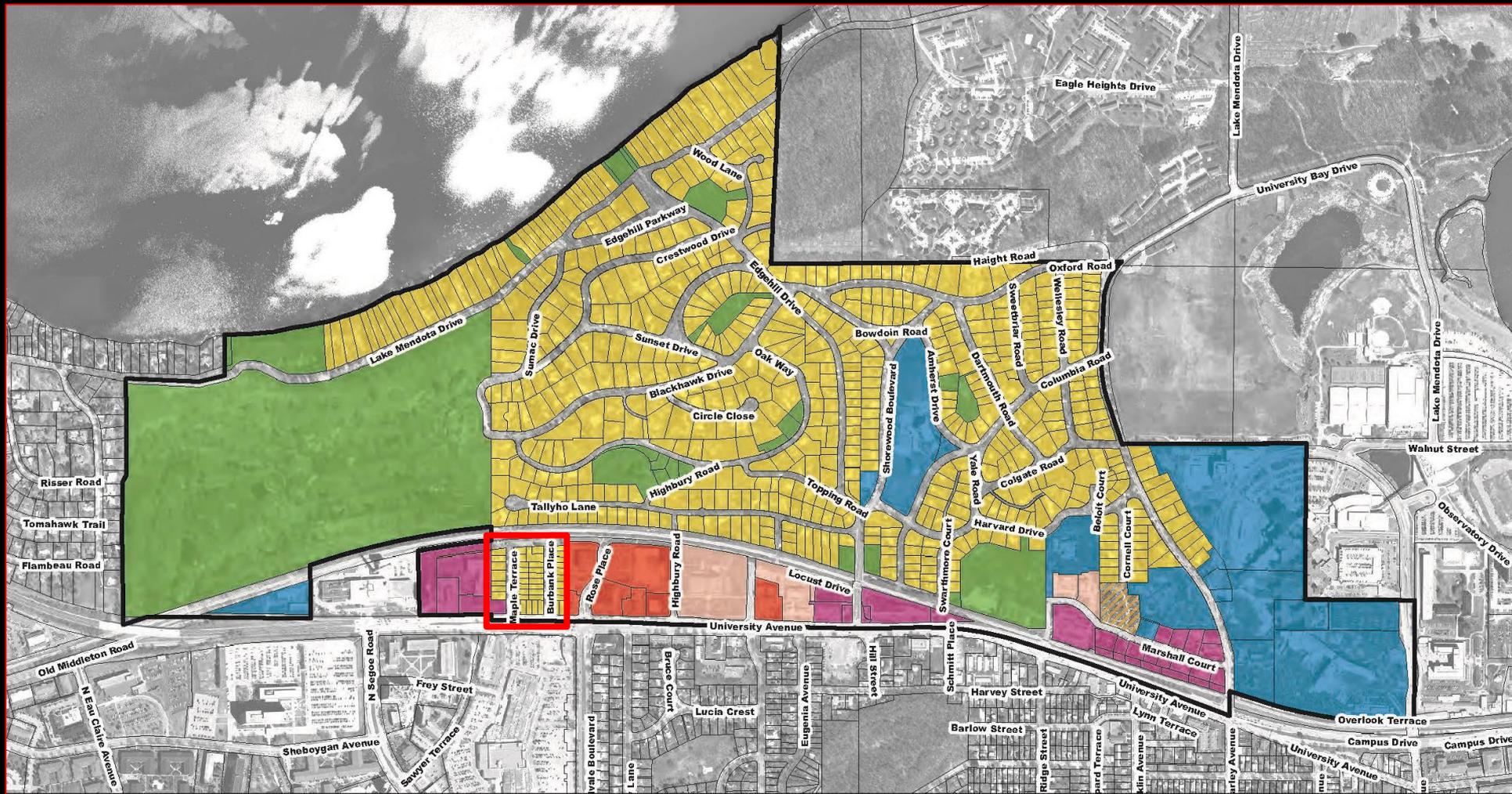
FEBRUARY 25TH

KEY PAD POLLING RESULTS

- Only four Garden Homes residents answered the question concerning the Objective to Seek Affordability and the responses varied between them. This compared with 67% of all respondents who thought it was “Just Right.”
- 62% of neighborhood residents felt the Village Should Consider Creating an Affordable Housing Program for Owner-occupied Units Only vs. 34% of all respondents who felt the same way.
- Overwhelmingly, both neighborhood residents and all respondents felt the Objectives for both the West and University Areas were “Too Lenient.”
- 50% of Garden Homes residents indicated that nothing should be changed in the Village Comprehensive Plan compared with 32% of all respondents who felt the same way.

RECOMMENDATIONS

1. Leave Objectives as informal policies.



Data Sources:
 Dane County Land Information Office
 Village of Shorewood Hills
 Vierbicher

Legend

- Single-Family Residential
 - Multi-Family Residential
 - Commercial - Retail
 - Commercial - Office
 - Mixed Use (Office / Retail / Residential)
 - Public / Institutional
 - Park / Open Space
- Village of Shorewood Hills Boundary

Map 3-2
 Future Land Use
 Village of Shorewood Hills
 Comprehensive Plan

July 23, 2009
 vierbicher
 planners | engineers | advisors



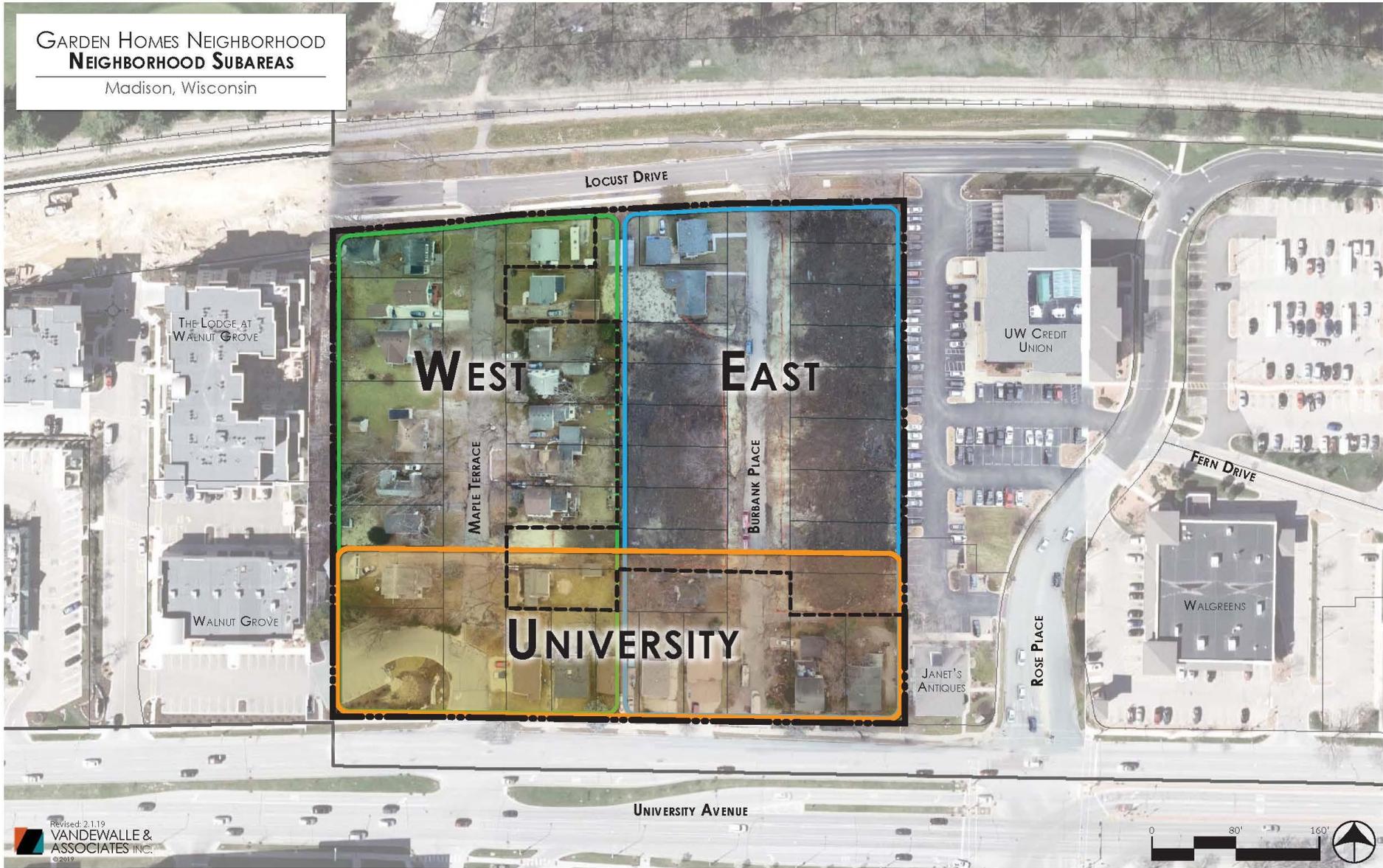
FUTURE LAND USE MAP (2009)

RECOMMENDATIONS

2. Set aside Objectives for West and University Areas until East Area has approved plan.

GARDEN HOMES NEIGHBORHOOD
NEIGHBORHOOD SUBAREAS

Madison, Wisconsin



WEST

EAST

UNIVERSITY

THE LODGE AT
WALNUT GROVE

WALNUT GROVE

UW CREDIT
UNION

WALGREENS

JANET'S
ANTIQUES

LOCUST DRIVE

UNIVERSITY AVENUE

MAPLE TERRACE

BURBANK PLACE

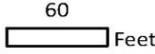
ROSE PLACE

FERN DRIVE

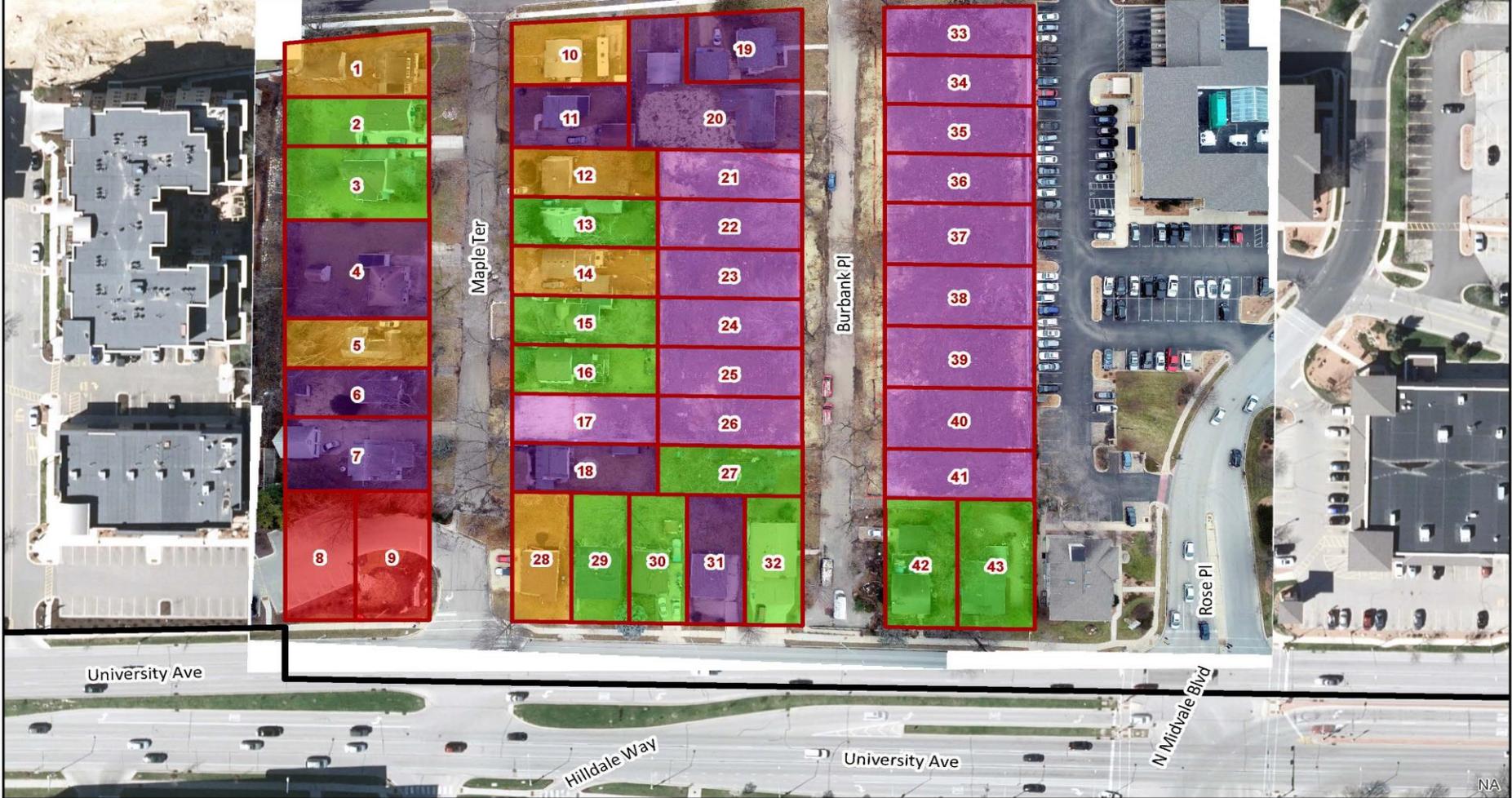
Garden Homes Neighborhood Ownership

Post-Flood Photo 12-21-18

- Under Single Ownership - Remaining Home
- Owner Occupied
- Under Single Ownership - Vacant Lot
- Commercial
- Other Renter Occupied



Date: 2/19/19
 Sources: Dane Co. LIO,
 Vandewalle & Associates



Questions



the village of
SHOREWOOD HILLS
Wisconsin