

# JOIN THE DISCUSSION



## SHOREWOOD HILLS GARDEN HOMES NEIGHBORHOOD LISTENING & VISIONING SESSION

**JANUARY 10, 2019** *from 7:00 to 9:00 PM*

**LOWER LEVEL BOARD ROOM, VILLAGE HALL, 810 SHOREWOOD BLVD**

# AGENDA

- Introductions and Presentation
- Diagnostic Poll
- Small Group Discussion
- Report Out
- Final Thoughts and Wrap-up

# VANDEWALLE & ASSOCIATES

- Multi-disciplinary team of designers and planners committed to rebuilding Great Lakes cities and economies
- Place Makers & Urban Designers
- Redevelopment Experts
- Understand the community – 35+ years working with Village, currently on-call consulting planners



VANDEWALLE &  
ASSOCIATES INC.



## PURPOSE OF TODAY'S MEETING

- Outline planning process
- Learn about the Study Area
- Gather thoughts and ideas on assets, issues and opportunities



## VILLAGE'S 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
- 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 10<sup>th</sup>)**

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 5<sup>th</sup>)**

Task 2.3 Development Objectives Preparation

**Task 2.4 Neighborhood Meeting on Objectives (February 25<sup>th</sup>)**

## Phase 3: Adoption

Task 3.1 Objectives Refinement/Final Document

Task 3.2 Community Open House and Plan Commission Hearing

Task 3.3 Village Board Adoption

Task 3.4 Potential Comprehensive Plan Text Amendment



# CONTEXT

the Village of

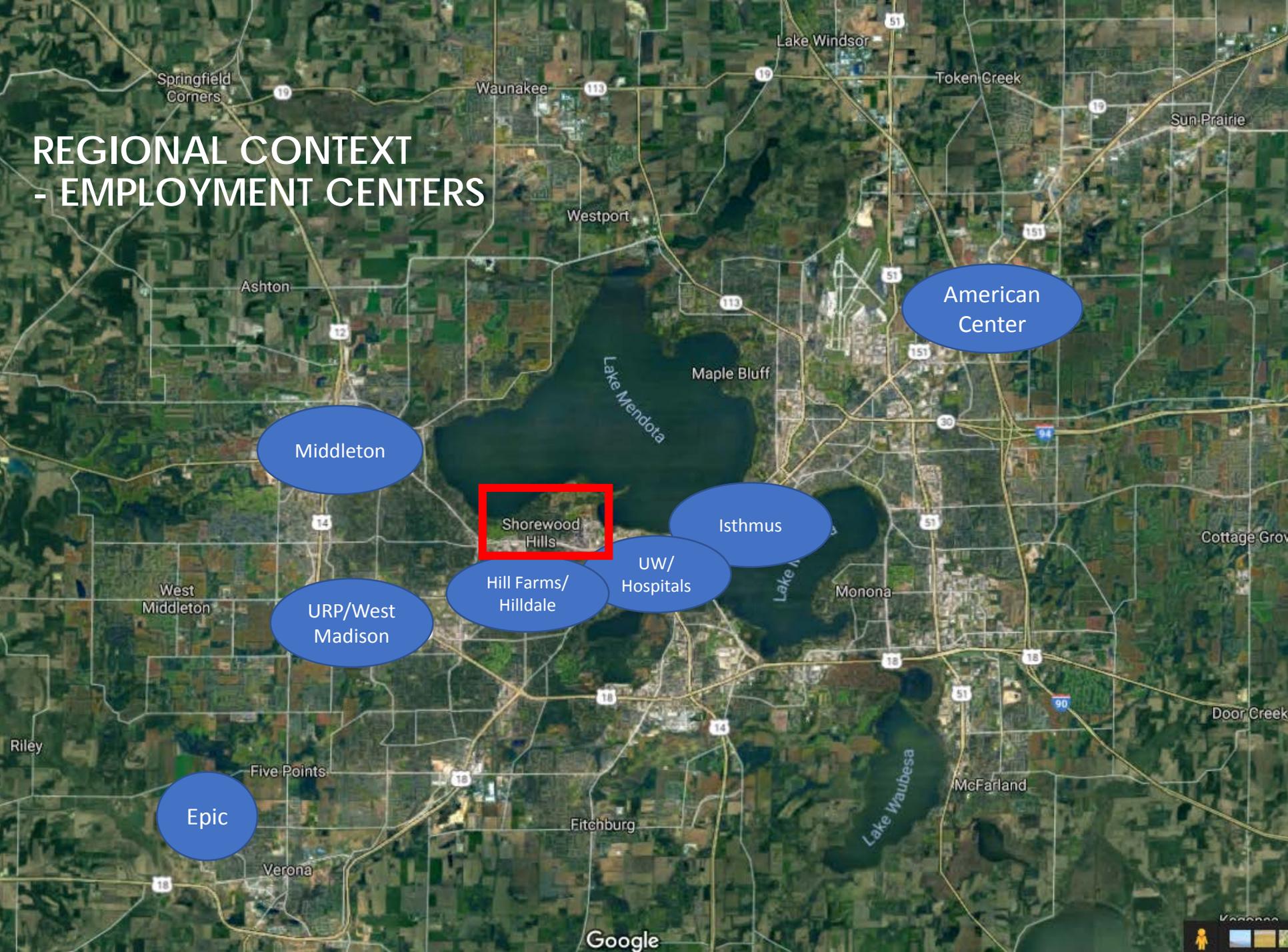
## SHOREWOOD HILLS

*Wisconsin*

### **Background:**

- *Region/Village Overview*
- *History of Garden Homes*
- *Past Plans*
- *Existing Conditions*

# REGIONAL CONTEXT - EMPLOYMENT CENTERS



American Center

Middleton

Shorewood Hills

Isthmus

UW/  
Hospitals

Hill Farms/  
Hilldale

URP/West  
Madison

Epic

## REGIONAL CONTEXT

- Dane County is fastest growing County in Wisconsin
  - 6% population growth between 2010-17
  - Added 30,000+ people between 2010-17
  - 33,000+ net jobs gained 2007-15

# AREA CONTEXT

Rapidly Growing Employment

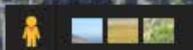
Rail and Bicycle Facilities

Region's Largest Employers

Garden Homes

Dense Mixed-Use Redevelopment

46,000+ Daily Vehicles  
13 Bus Routes  
Future Bus Rapid Transit



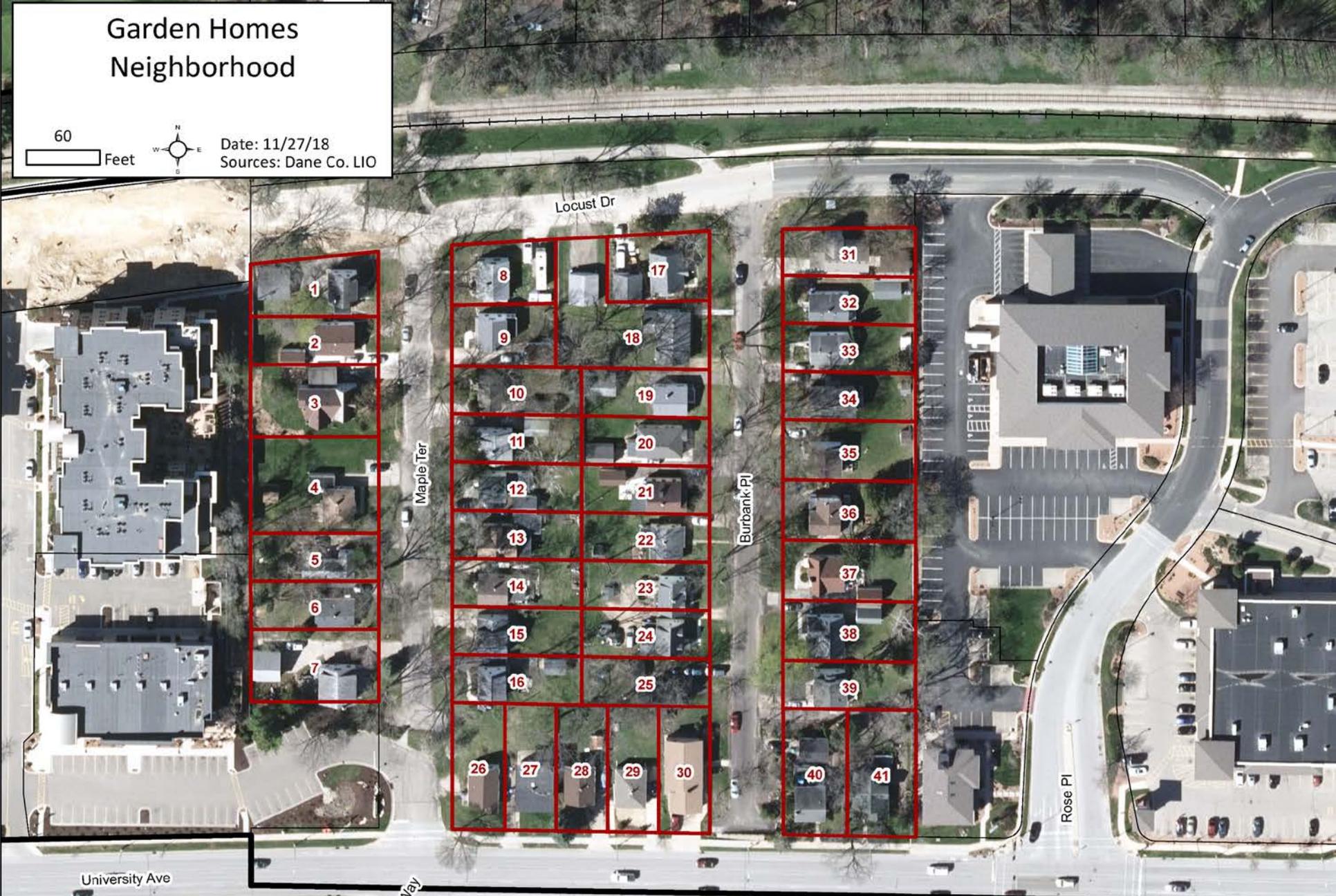
# Garden Homes Neighborhood

60

Feet



Date: 11/27/18  
Sources: Dane Co. LIO



GARDEN HOMES JULY 2018

# GARDEN HOMES HISTORY



**1930s**  
Pond Filled  
(Former Kohl's Site)

**1953**  
Flood Event  
sparked Stormwater  
Report & Storm  
Sewers

**1958**  
Zoning Committee  
Recommends  
Commercial  
Zoning, Rejected  
by Neighborhood  
Petition

**1960s**  
Small Flood  
Events

**1963**  
Idea to Possibly  
Purchase  
and Relocate  
Neighborhood  
Homes to Mineral  
Point Rd

**1926**  
NEIGHBORHOOD  
PLATTED

**1930-1950**  
Most Homes Built

**1957**  
Neighborhood  
Annexed into Village

**1960**  
Some Residents  
Desire to Sell  
Properties for  
Commercial Use  
due to Flooding  
- Neighborhood  
Rejected Idea

**1962**  
Hilldale  
Mall  
Opens

**1963**  
Walnut Grove  
is Annexed  
into Village  
and Given  
Commercial  
Zoning

**1965**

Former Kohl's  
Site Developed

**1978**

Flood Event

**1993**

Flood Event

**2000**

Flood Event

**2002**

Retaining  
Wall on  
University Ave  
is Installed

**2018**

Major Flood Event  
and Numerous  
homes demolished

**1965**

Some Residents  
Desire to Sell  
Properties for  
Commercial Uses  
- Neighborhood  
Rejected Again

**1992**

Flood Event

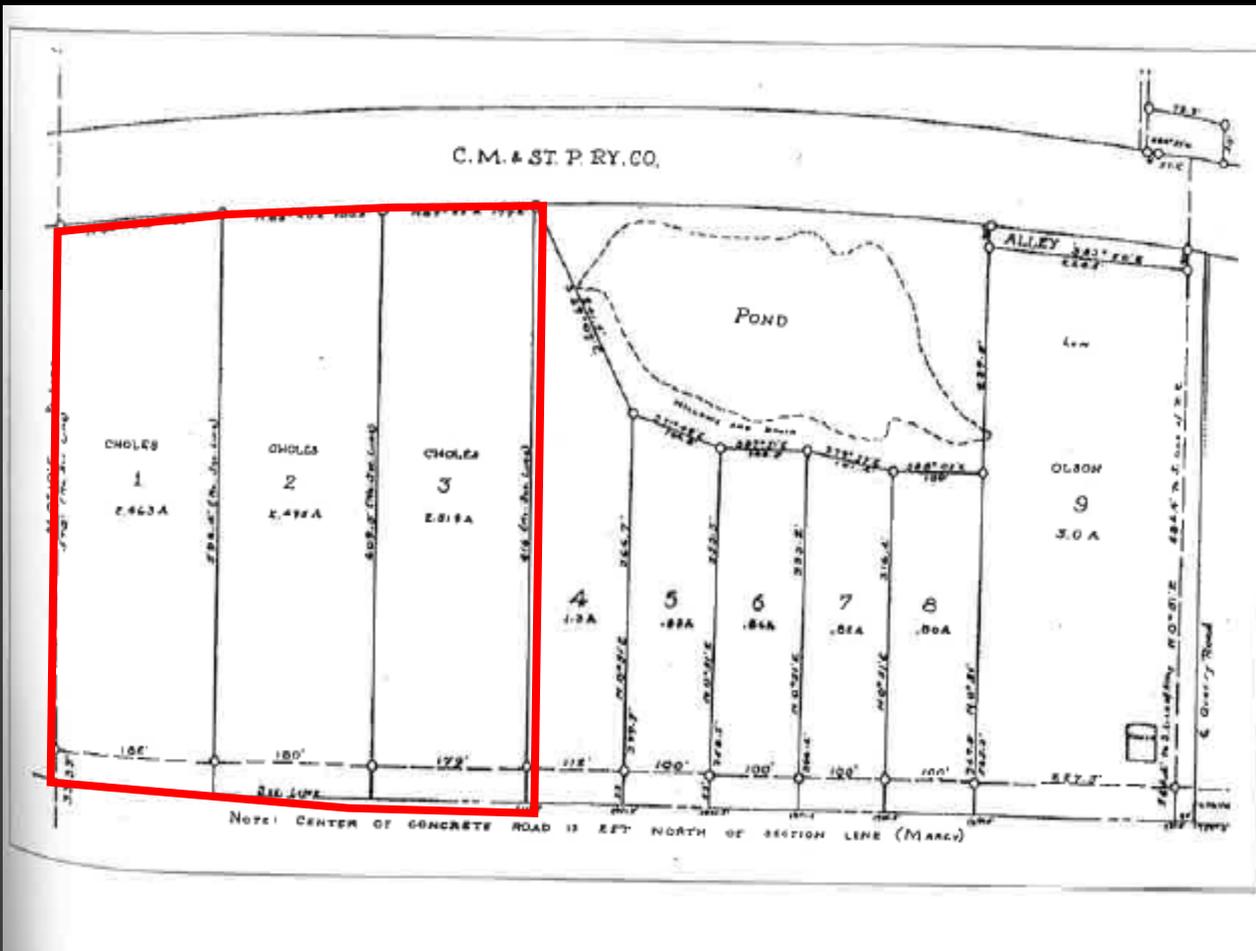
**1996**

Major Flood Event  
Sparked New  
Engineering Report  
(recommending pipe  
under Blackhawk Hills)

**2001**

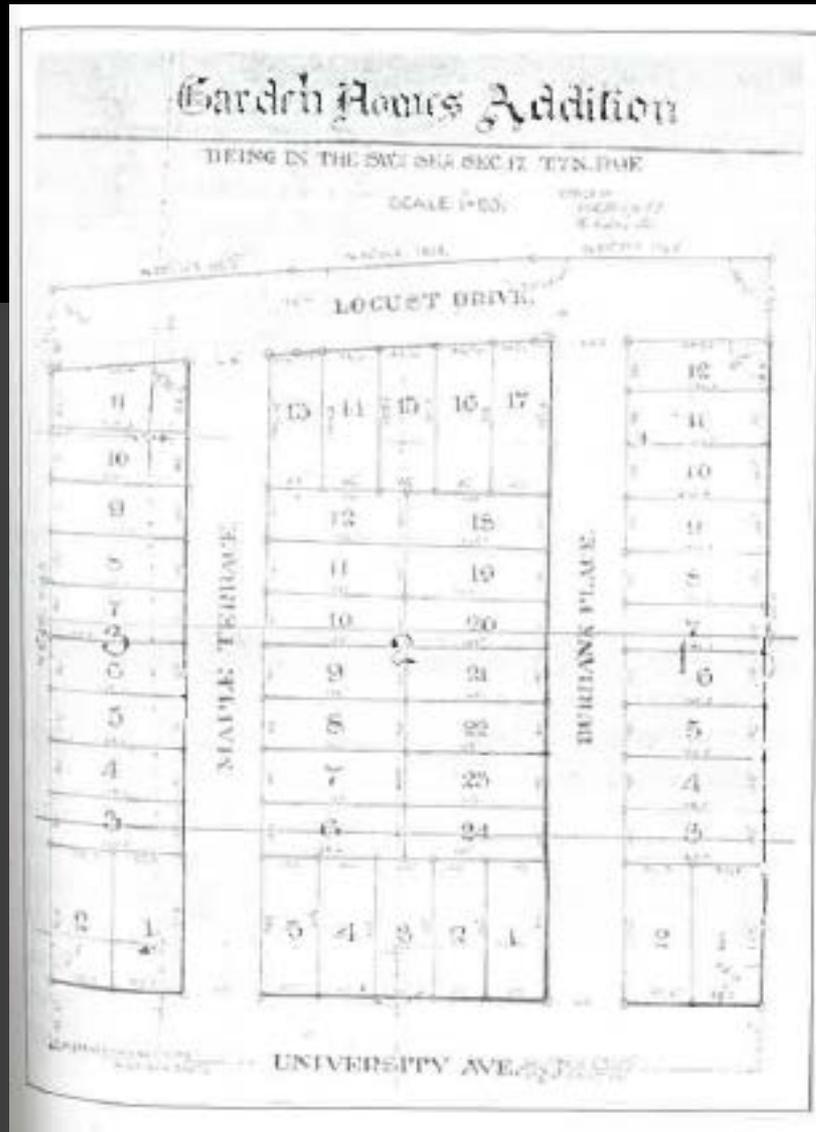
Stormwater Pipe  
under Blackhawk  
Hills is Rejected





Map of the west part of the David Stephens property, March 1, 1923. This map was done in preparation for selling all of the Stephens property from here to Shorewood Boulevard. The three lots at the west end, labeled "Choles", became the Garden Homes plat. The land immediately to the east, with the pond at the rear, became the Midway plat (now Kohl's). The Olson lot now contains the Stassi Building. (Original linen version of this map in the village archives)

Source: Thomas D. Brock, *Shorewood Hills: An Illustrated History* (1999)

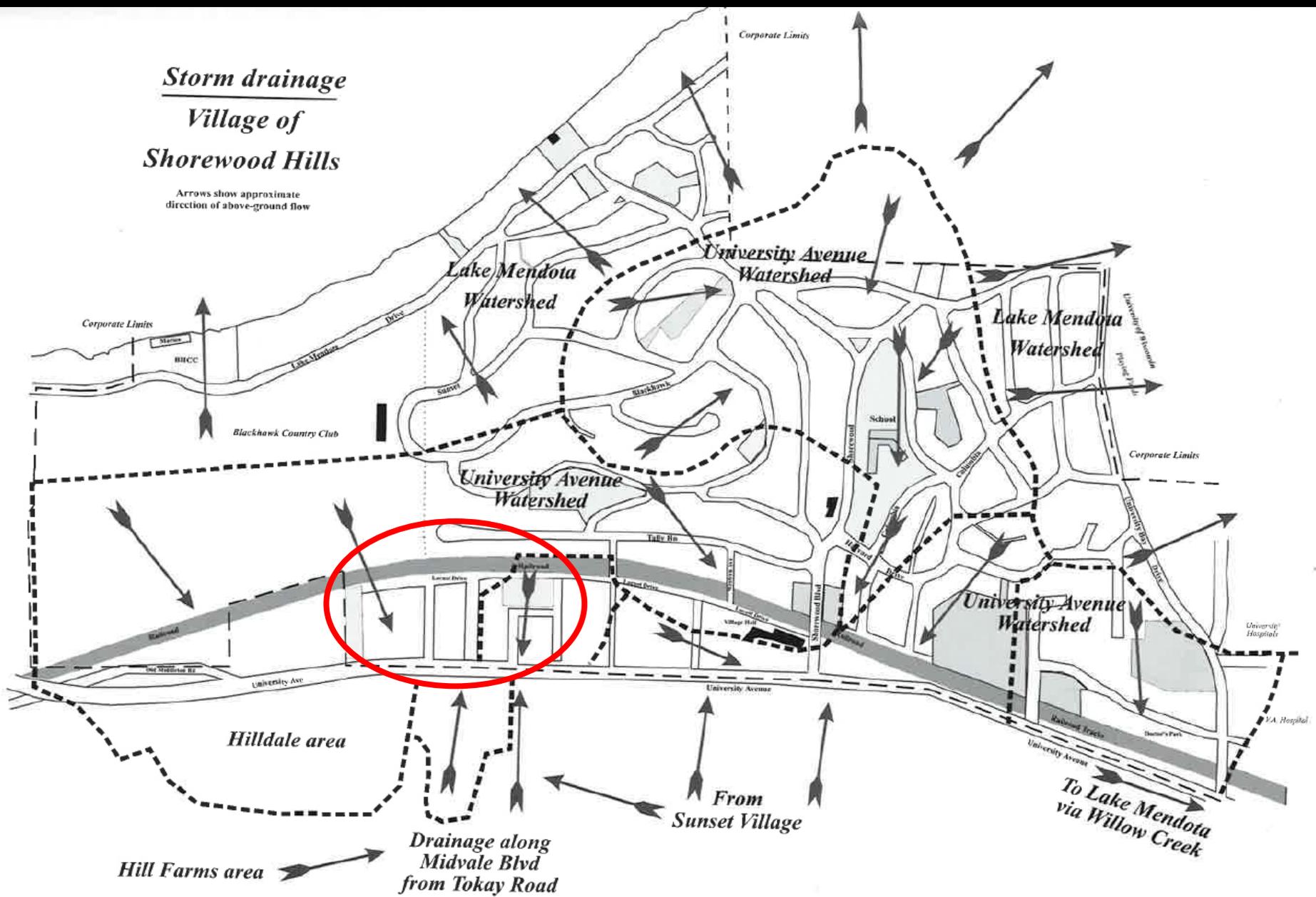


Source: Thomas D. Brock, *Shorewood Hills: An Illustrated History* (1999)

**GARDEN HOMES PLAT ADDITION (1926)**

**Storm drainage**  
**Village of**  
**Shorewood Hills**

Arrows show approximate  
direction of above-ground flow

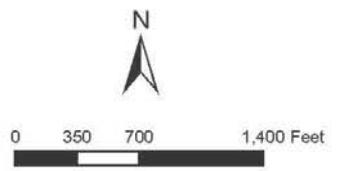
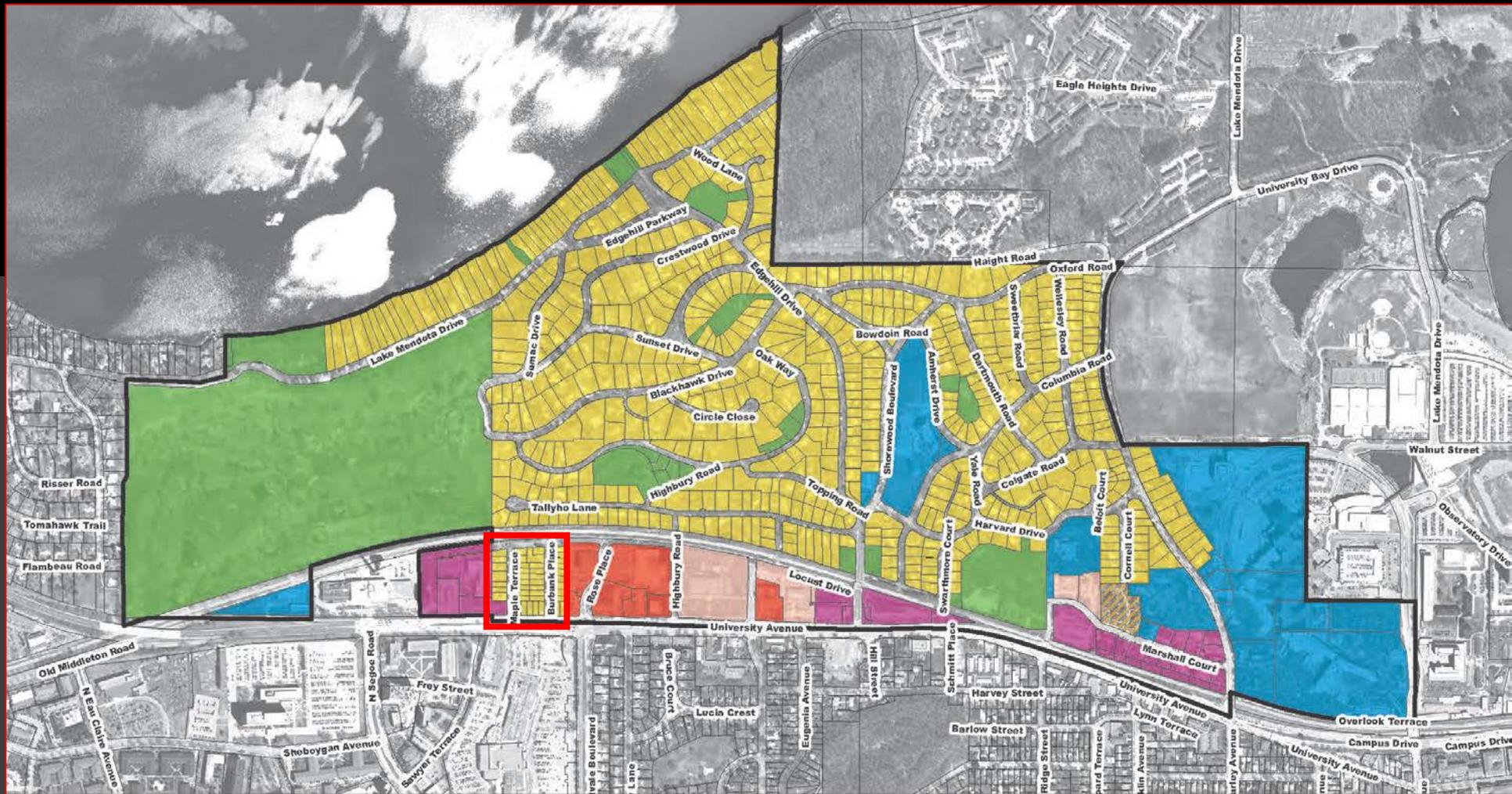


Source: Thomas D. Brock, *Shorewood Hills: An Illustrated History* (1999)

# STORMWATER DRAINAGE PATTERNS

## *VILLAGE OF SHOREWOOD HILLS COMPREHENSIVE PLAN (2009)- RELEVANT TO GARDEN HOMES*

- Last residential area annexed into the Village
- Most lots are smaller than the minimum lot size currently allowed in the R-2 zoning district (5,000 sf)
- Village created a stormwater utility and passed a stormwater management ordinance in the late 2000s
- Public participation suggested a need for more affordable and senior housing in the village
- All Single-family residential on the ELU and FLU
- **Recommendation:** consider creating a new single-family zoning district to accommodate the homes in the Garden Homes area.



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

**Legend**

- Yellow box Single-Family Residential
- Orange box Multi-Family Residential
- Red box Commercial - Retail
- Pink box Commercial - Office
- Purple box Mixed Use (Office / Retail / Residential)
- Blue box Public / Institutional
- Green box Park / Open Space

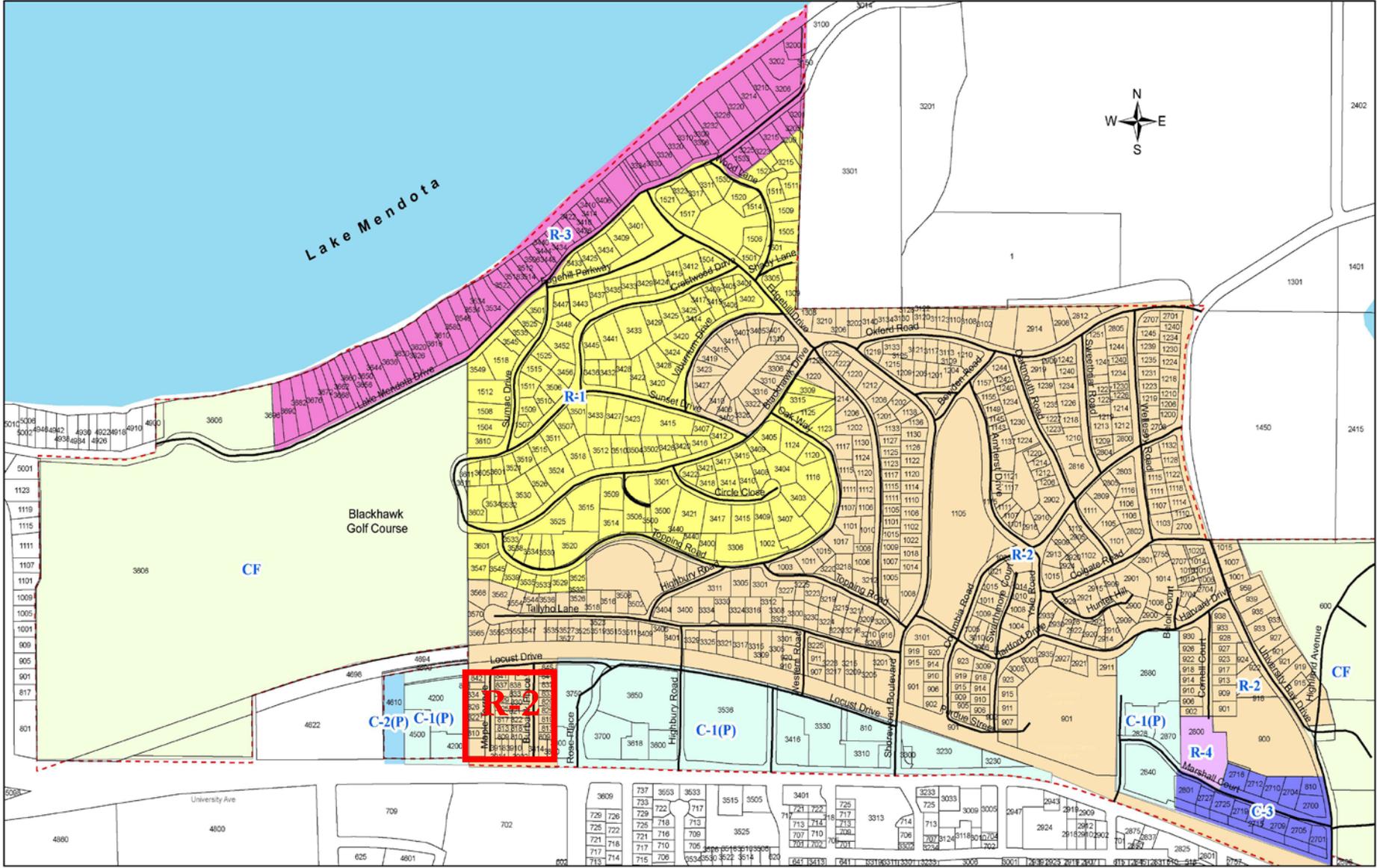
Village of Shorewood Hills Boundary

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

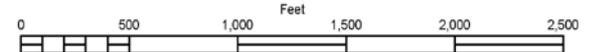
July 23, 2009  
 vierbicher  
 planners | engineers | advisors

**FUTURE LAND USE MAP (2009)**

# Village of Shorewood Hills Zoning



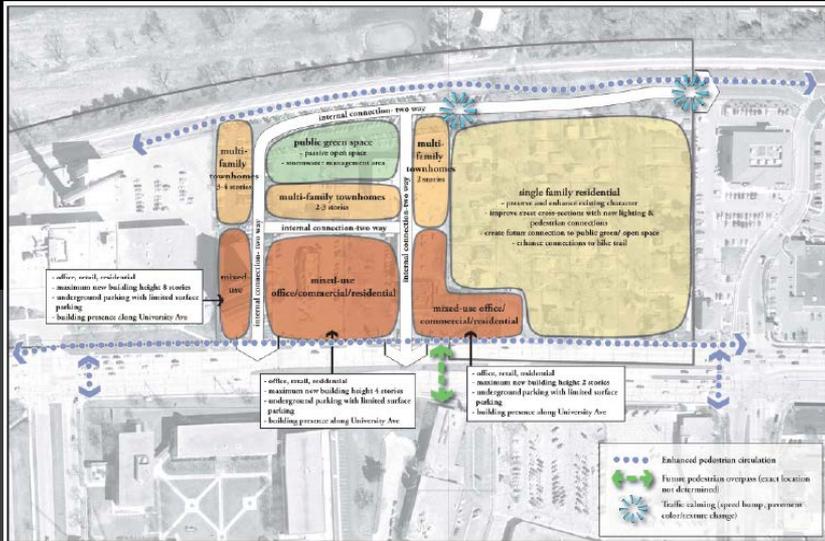
Date: May 14, 2009



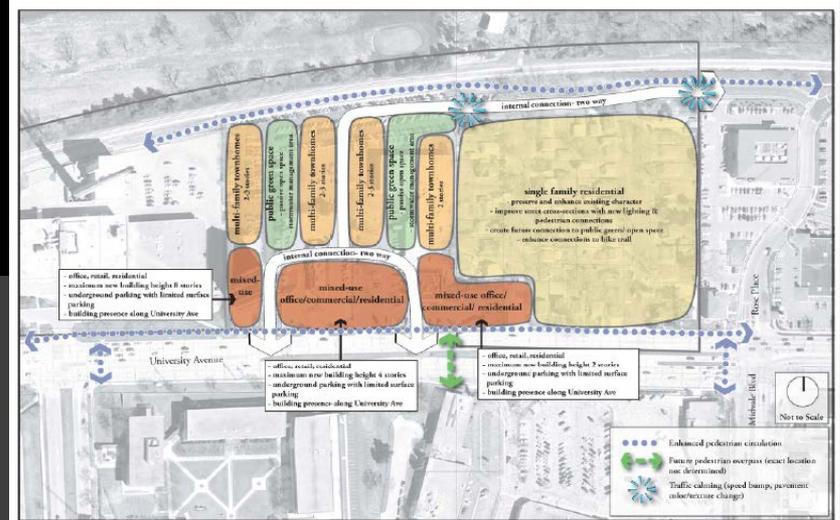
## ZONING MAP (2009)

# PYARE NEIGHBORHOOD PLAN (2009)- *RELEVANT TO GARDEN HOMES*

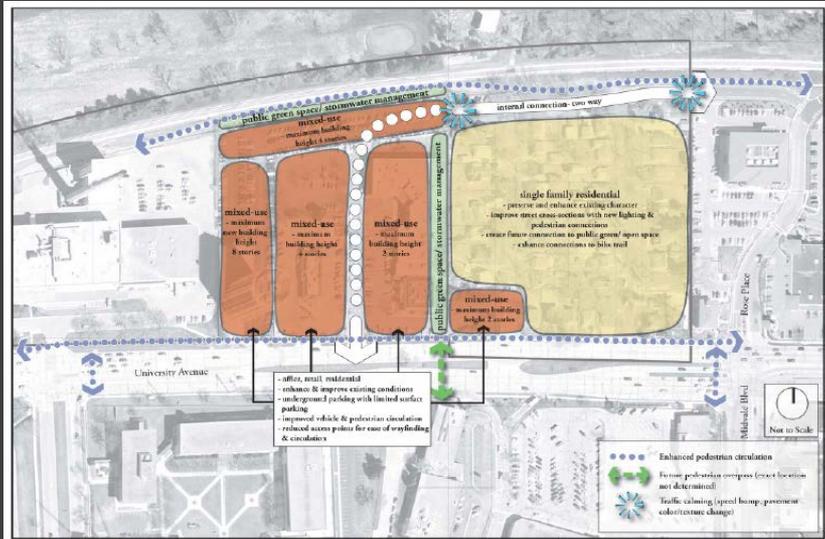
- Traffic congestion at the main access to the neighborhood (Midvale and University)
- Four concept plans for GH, each anticipating the Study Area would remain intact for foreseeable future
- **Goals and objectives:**
  - Maintain and encourage existing single family residential use
  - Develop common greenspace with connections throughout the area to encourage more integration with the residential neighborhood
  - Buffer the land uses along the Garden Homes
  - Use environmentally friendly stormwater management practices, including use of greenspace for stormwater management



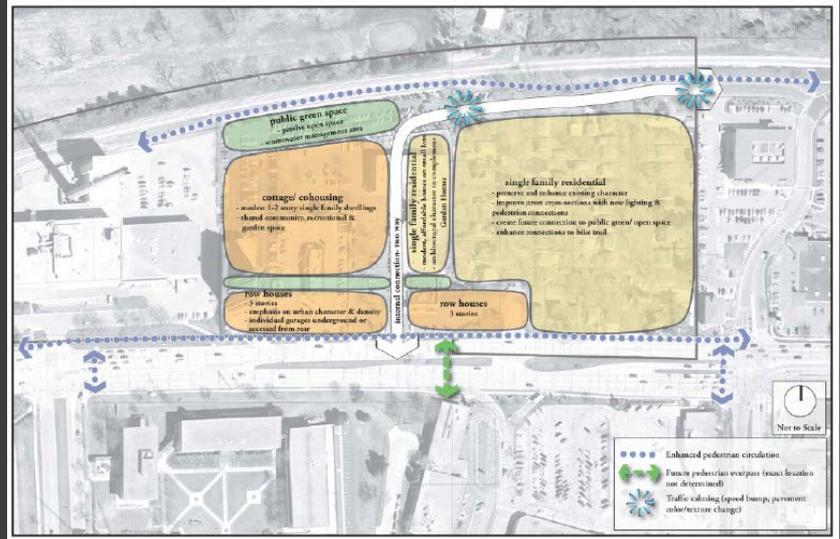
Map 2.3: Development Concept A



Map 2.4: Development Concept B



Map 2.5: Development Concept C



Map 2.6: Development Concept D

# PYARE NEIGHBORHOOD PLAN (2009)

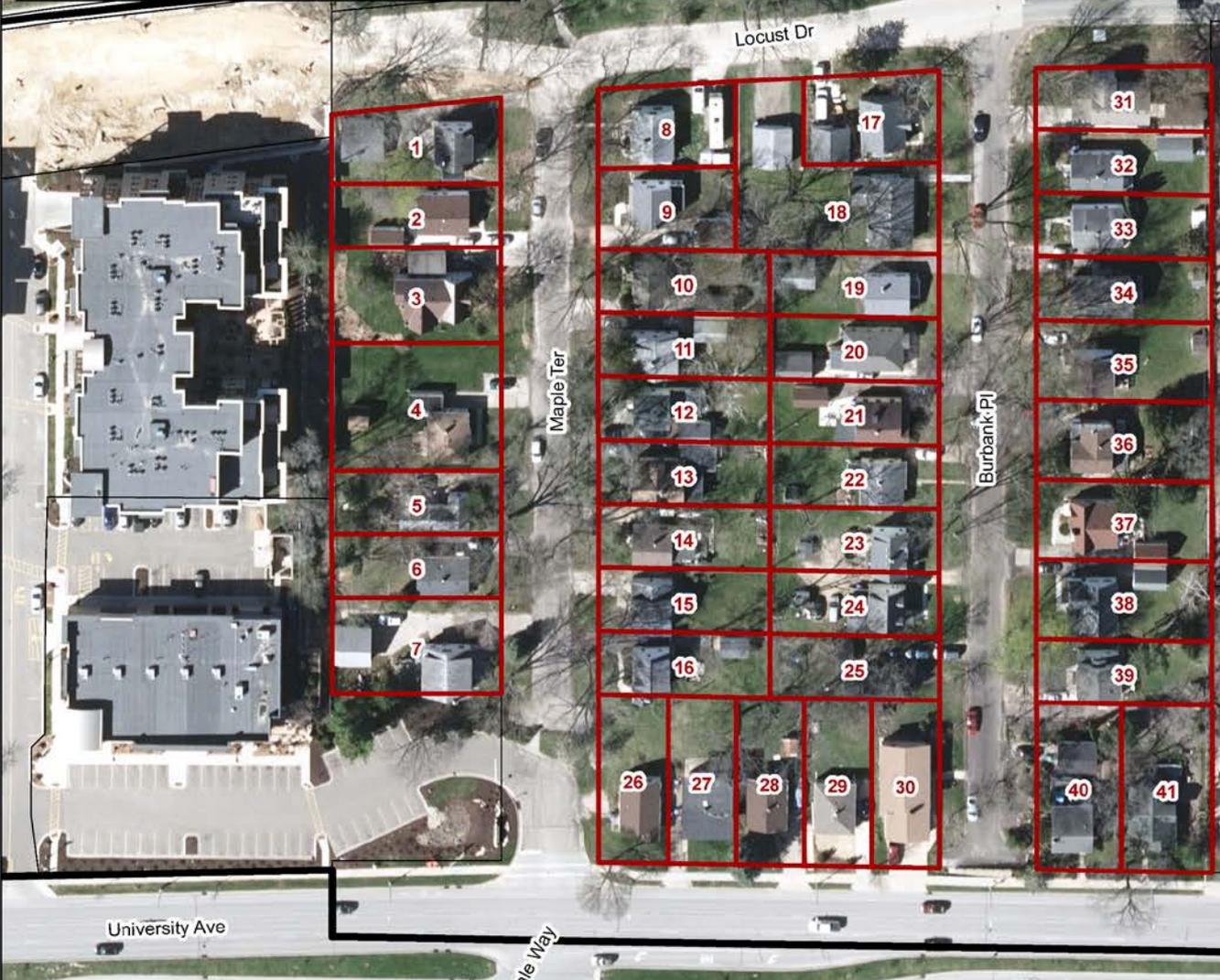
# Garden Homes Neighborhood

60

Feet



Date: 11/27/18  
Sources: Dane Co. LIO



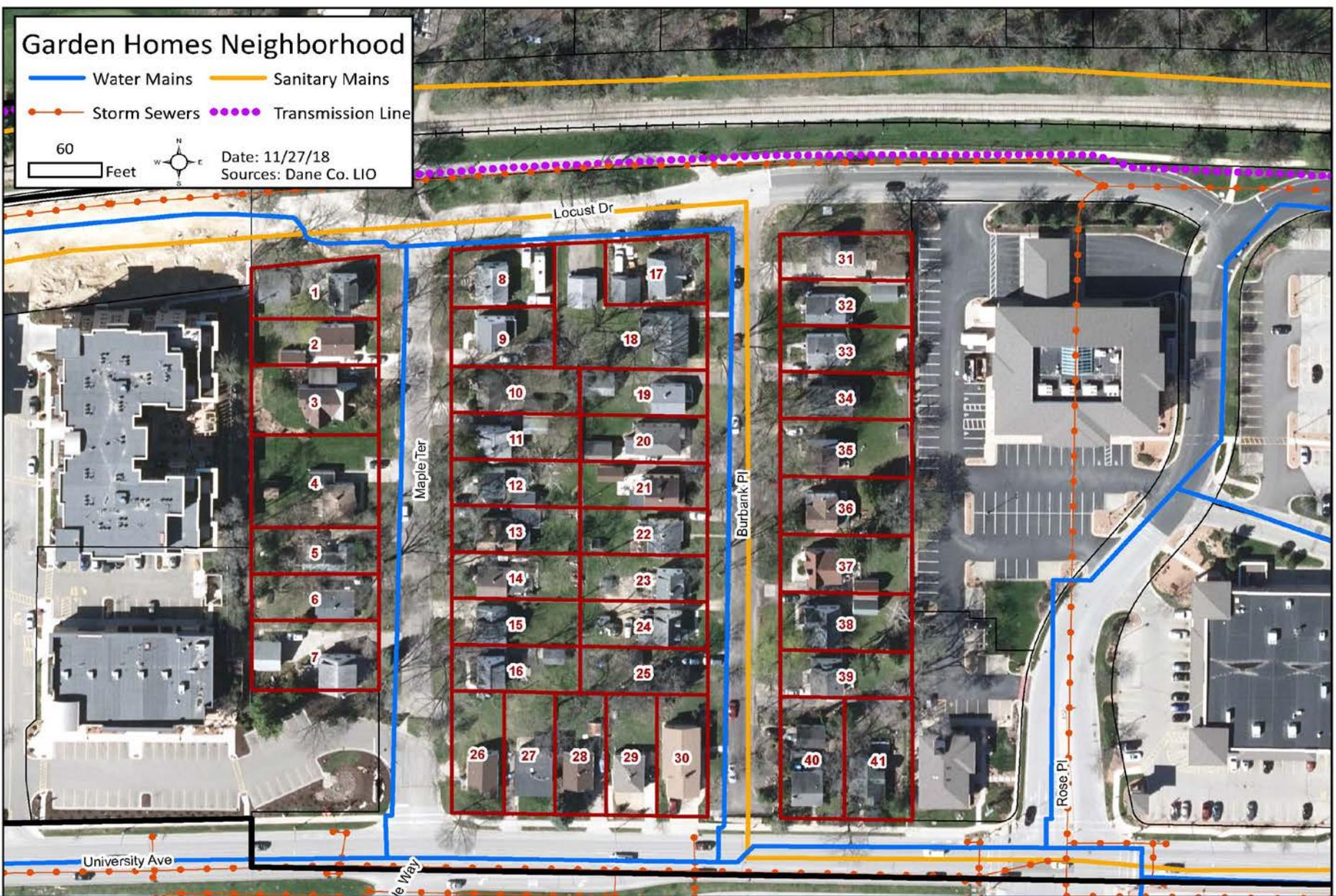
- 4.5 total acres
- 41 total parcels
- 12 are owner-occupied
- All single-family detached homes
- Provides affordable housing in the Village
- Increasing density of commercial and residential development to the east, south, and west of the neighborhood
- Long history of large-scale flood events

# Garden Homes Neighborhood

- Water Mains
- Sanitary Mains
- Storm Sewers
- Transmission Line



Date: 11/27/18  
Sources: Dane Co. LIO



## GARDEN HOMES UTILITIES

# Garden Homes Neighborhood

Post-Flood Photo 12-21-18

60 Feet



Date: 1/3/19  
Sources: Dane Co. LIO,  
Vandewalle & Associates



## GARDEN HOMES TODAY

# Garden Homes Neighborhood

## Parcel Ownership

60 Feet



Date: 1/8/19  
Sources: Dane Co. LIO,  
Vandewalle & Associates



# GARDEN HOMES PARCEL OWNERSHIP

# Garden Homes Neighborhood Contiguous Redevelopment Area

60  
Feet



Date: 1/8/19  
Sources: Dane Co. LIO,  
Vandewalle & Associates



2.7 Acres

Locust Dr

Maple Ter

Burbank Pl

University Ave

Rose Pl

Le Blvd

CONTIGUOUS REDEVELOPMENT AREA

# DRONE FOOTAGE



## GARDEN HOMES HOMEOWNER SURVEY

- 8 responses out of 12 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



# POLLING

the village of

## SHOREWOOD HILLS

*Wisconsin*

### *Diagnostic Questions:*

- *Who's in the Room?*
- *Housing and Mixed Use*
- *Village and Study Area Goals*

# Interactive Poll

## What this poll is:

- An anonymous opinion poll and diagnostic tool
- A measure of relative priority among many ideas
- Just one of **several** inputs in a larger decision-making process

## What this poll is not:

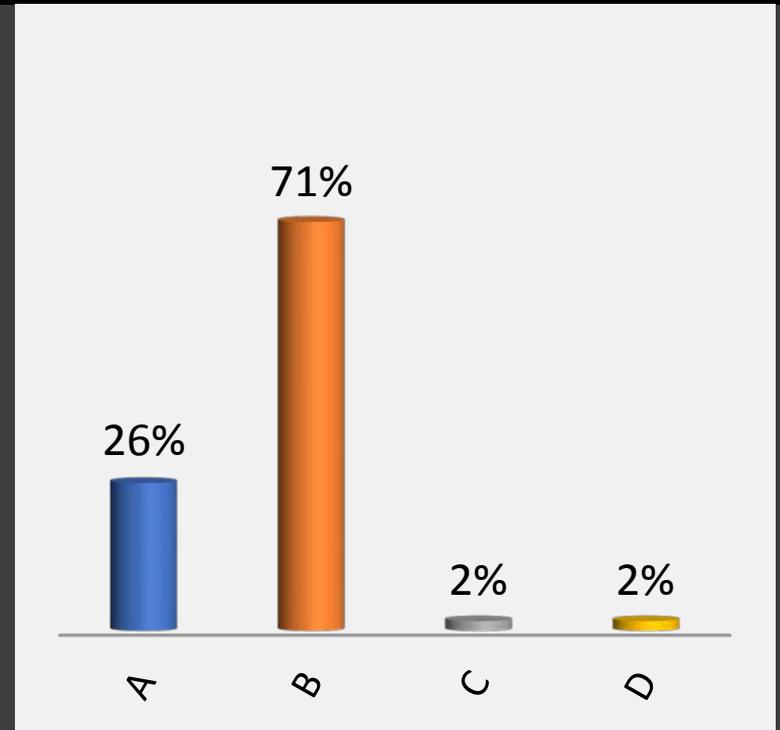
- A voting tool for one particular idea



# POLLING

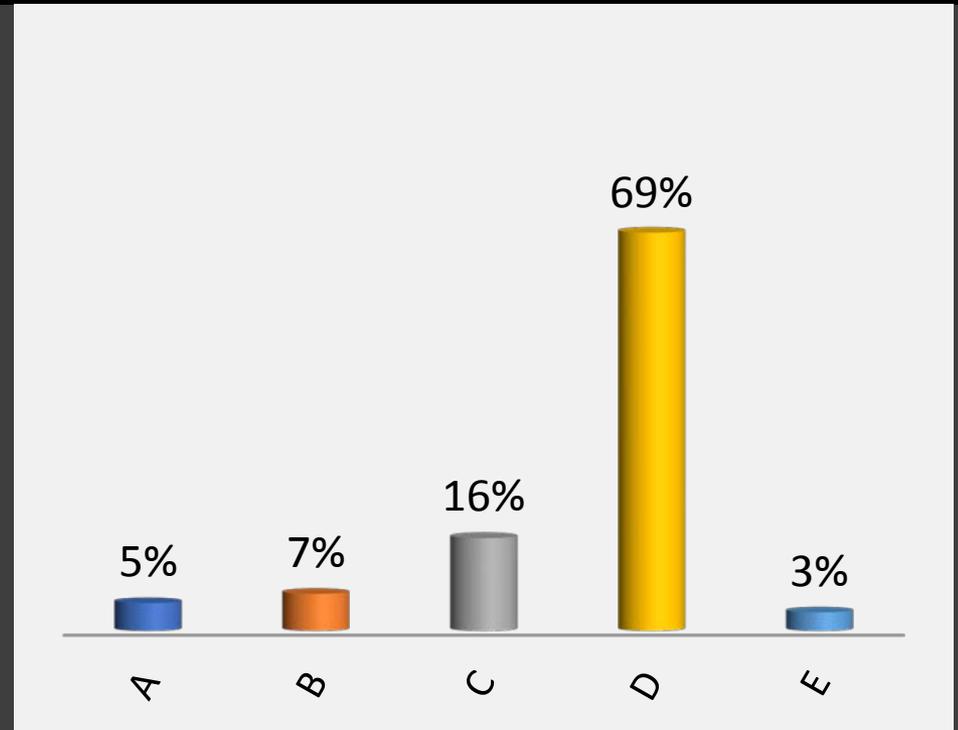
# 1. WHERE DO YOU LIVE?

- A. Garden Homes
- B. Elsewhere in Shorewood Hills
- C. Madison
- D. Other



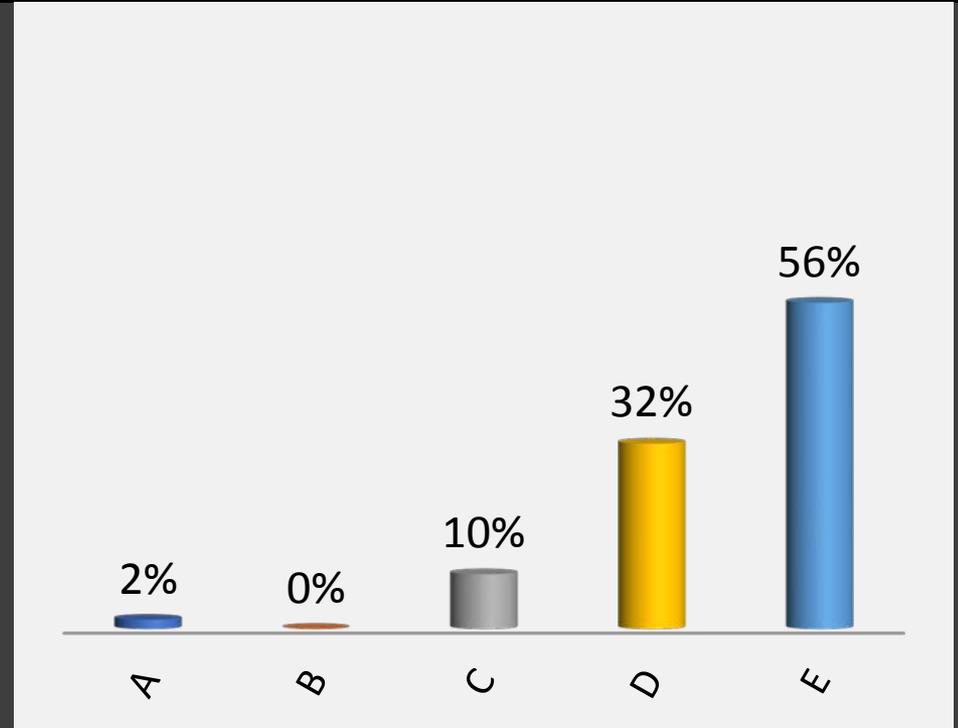
## 2. HOW LONG HAVE YOU LIVED IN SHOREWOOD HILLS?

- A. 0-5 Years
- B. 6-10 Years
- C. 11-20 Years
- D. 21+ Years
- E. I don't live in the Village



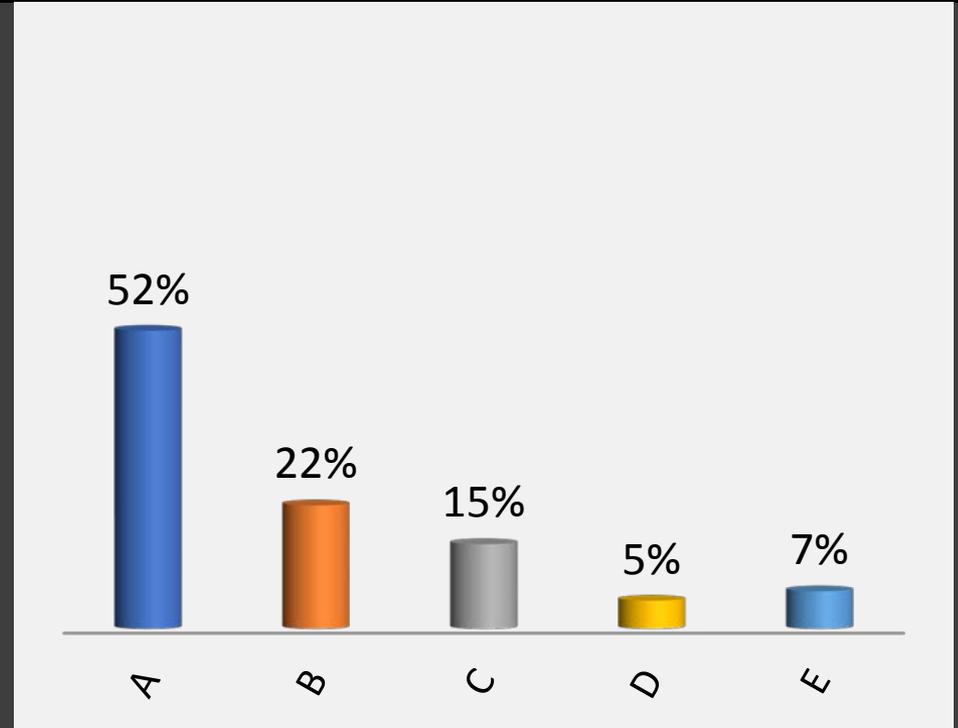
### 3. HOW OLD ARE YOU?

- A. Under 30
- B. 30-39
- C. 40-49
- D. 50-59
- E. 60+



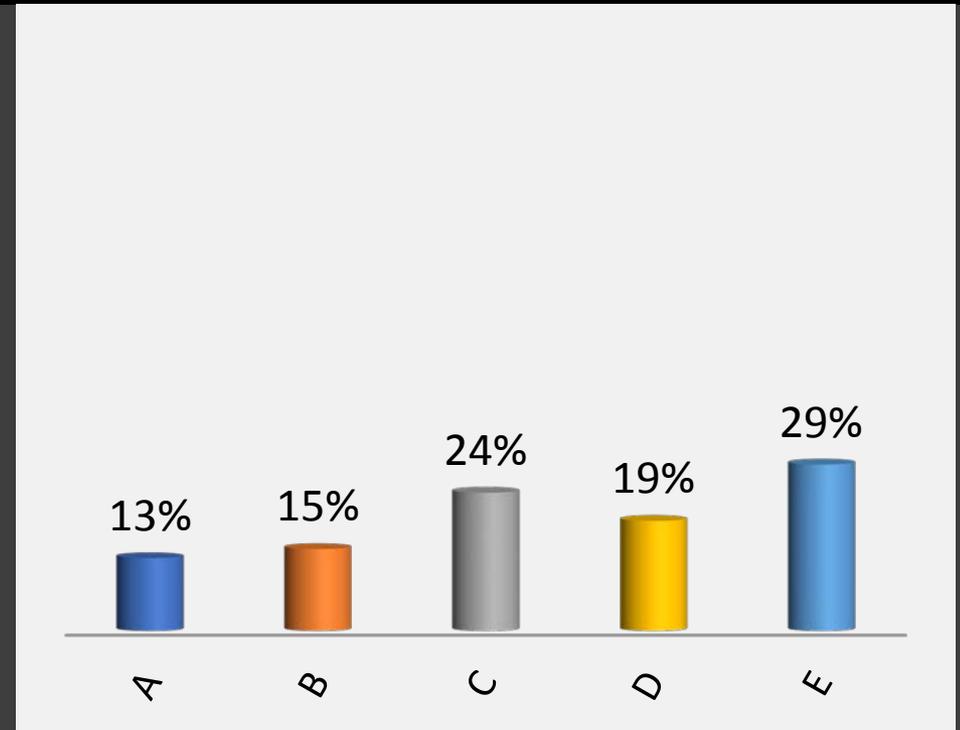
#### 4. THE VILLAGE OF SHOREWOOD HILLS SHOULD ENCOURAGE MORE AFFORDABLE **OWNER-OCCUPIED** HOUSING OPTIONS.

- A. Strongly Agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree



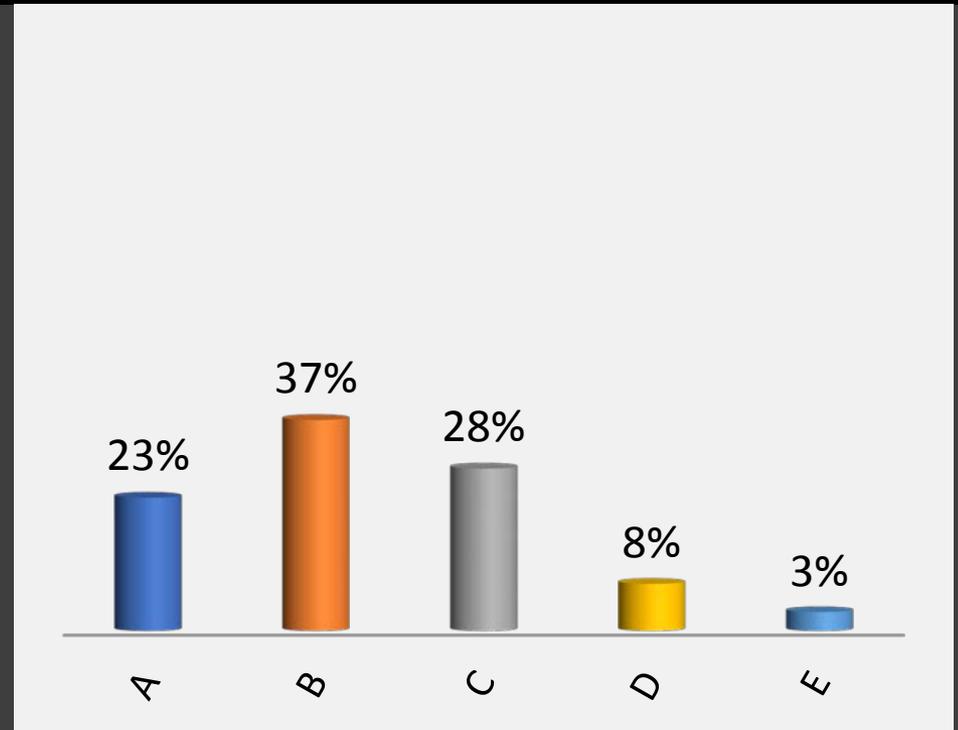
## 5. THE VILLAGE OF SHOREWOOD HILLS SHOULD ENCOURAGE MORE **AFFORDABLE RENTAL** HOUSING OPTIONS.

- A. Strongly Agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree



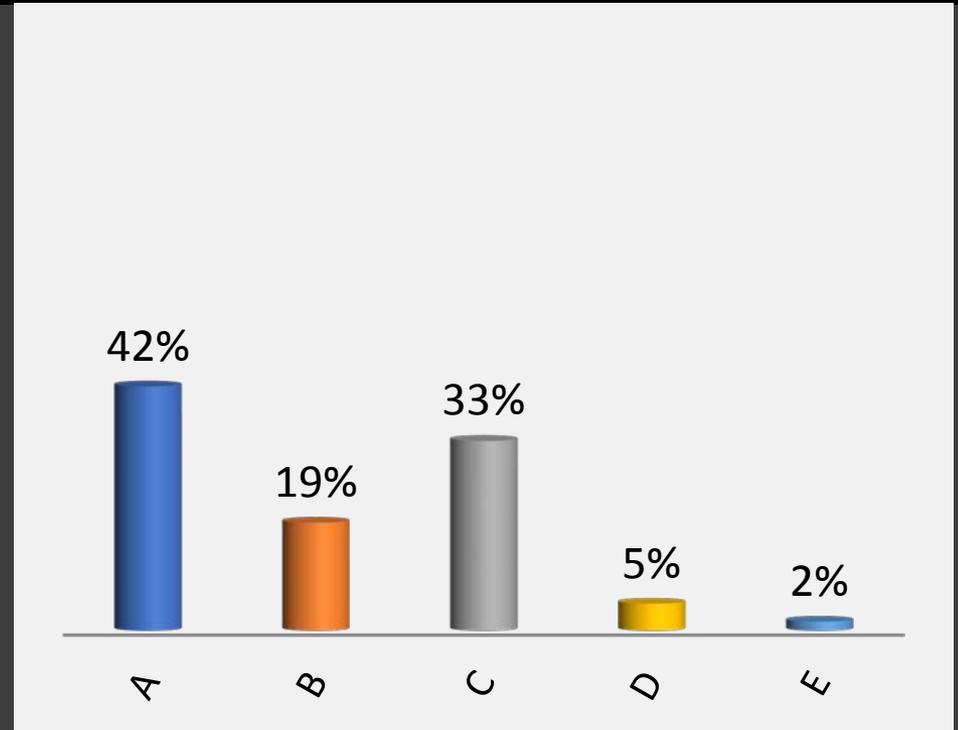
## 6. THE VILLAGE OF SHOREWOOD HILLS SHOULD ENCOURAGE MORE HOUSING OPTIONS FOR **SENIORS**.

- A. Strongly Agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree



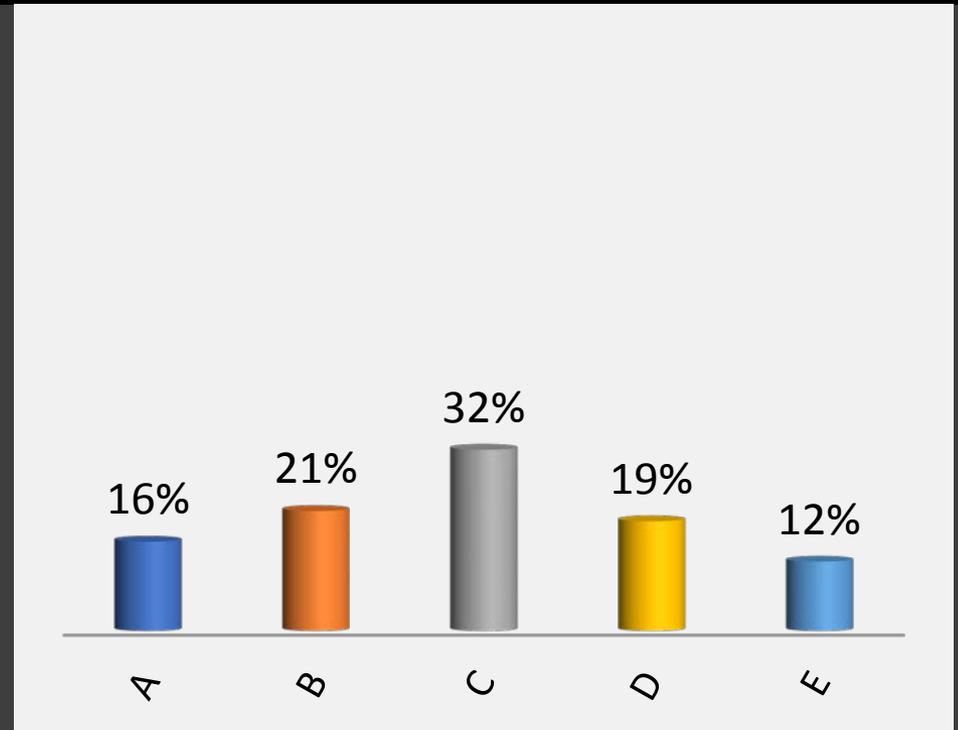
## 7. THE VILLAGE OF SHOREWOOD HILLS SHOULD ENCOURAGE MORE HOUSING OPTIONS FOR **FAMILIES**.

- A. Strongly Agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree

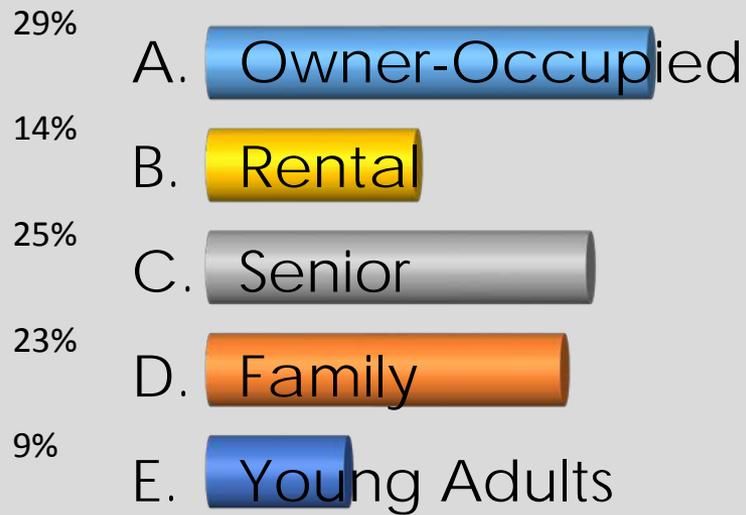


## 8. THE VILLAGE OF SHOREWOOD HILLS SHOULD ENCOURAGE MORE HOUSING OPTIONS FOR **YOUNG ADULTS**.

- A. Strongly Agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree

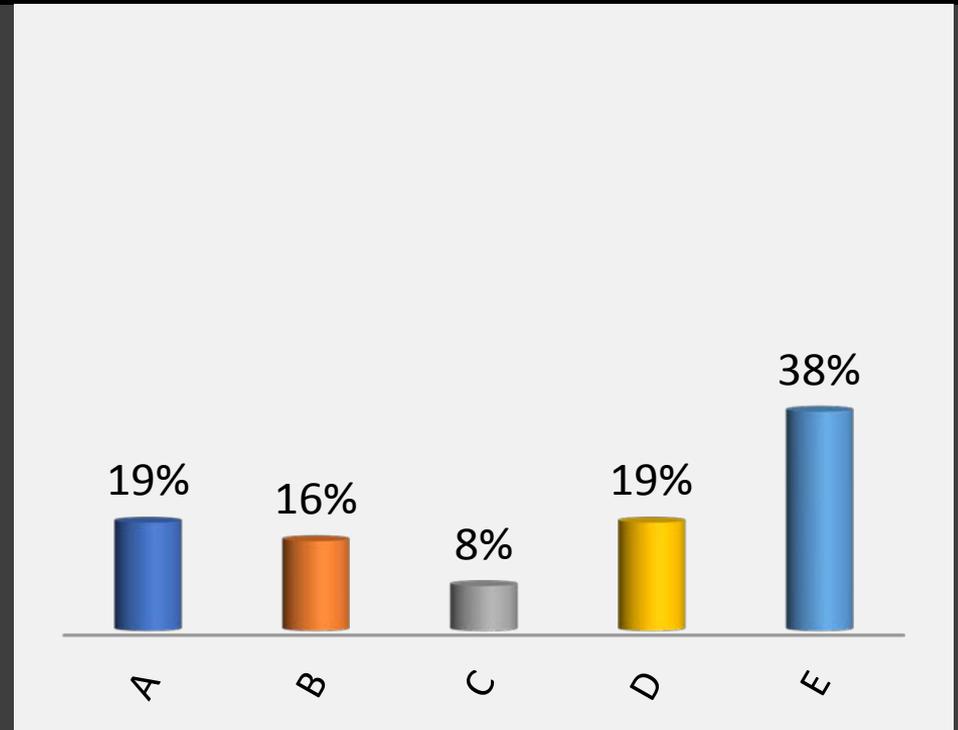


9. WHICH OF THESE RESIDENTIAL TYPES SHOULD THE VILLAGE SEEK TO ADDRESS IN THE STUDY AREA?  
(CHECK ALL THAT APPLY)



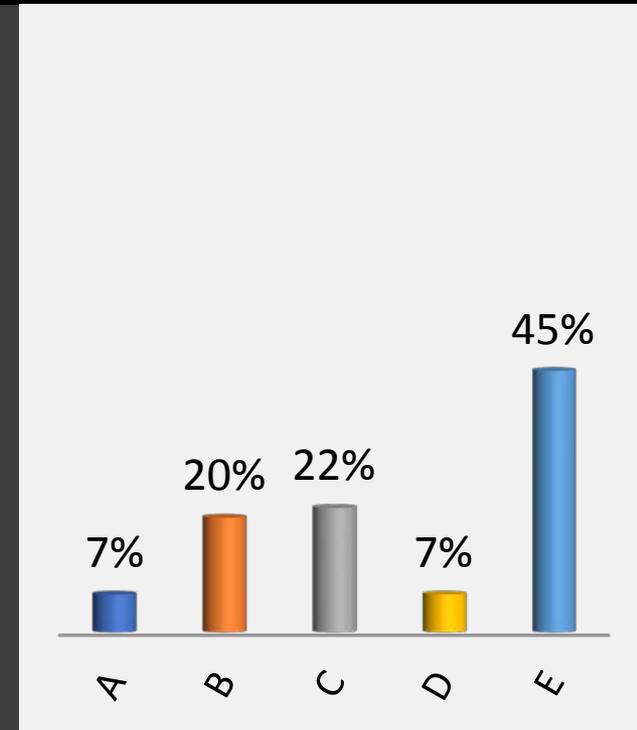
10. A **MIX OF USES** SHOULD BE EVALUATED IN THE STUDY AREA (SUCH AS RESIDENTIAL, RETAIL, AND/OR OFFICE).

- A. Strongly Agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly Disagree



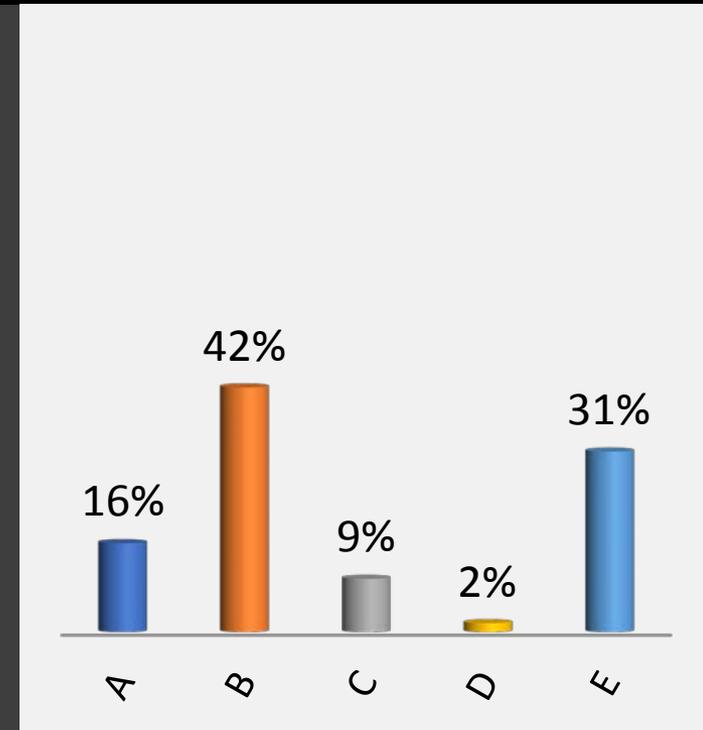
# 11. OF THESE GOALS STATED IN THE VILLAGE'S *COMPREHENSIVE PLAN*, WHAT SHOULD BE THE **TOP PRIORITY** FOR **SHOREWOOD HILLS AS A COMMUNITY** MOVING FORWARD?

- A. Provide a balance of commercial, residential, and public land uses
- B. Provide a variety of housing
- C. Enhance the quality of life for Village residents
- D. Achieve a mix of businesses that preserve both the character and tax base of the Village
- E. Preserve and protect those features that reflect the unique history of the Village



## 12. OF THESE OPTIONS, WHICH IS THE MOST IMPORTANT ISSUE FOR NEW DEVELOPMENT **IN THE STUDY AREA?**

- A. Provide affordable housing options
- B. Stormwater management
- C. Accommodate new growth and fit the character of surrounding development
- D. Limit parking and traffic congestion
- E. Match its historic character as much as possible



## SMALL GROUP DISCUSSIONS

- Roundtable format – five-seven participants per table, including a facilitator/recorder and reporter
- Fill out worksheet
- Group discussion on assets, issues, and opportunities in the Study Area
- Report out to larger group



# SMALL GROUPS

## NEXT STEPS

Upcoming public meetings (7-9pm, Village Hall)

- February 5<sup>th</sup> : draft concept alternatives
- February 25<sup>th</sup> : draft development objectives



# THANK YOU