

# CONTINUE THE DISCUSSION



SHOREWOOD HILLS  
GARDEN HOMES NEIGHBORHOOD  
DEVELOPMENT OBJECTIVES PUBLIC MEETING

FEBRUARY 25, 2019 *from 7:00 to 9:00 PM*

LOWER LEVEL BOARD ROOM, VILLAGE HALL, 810 SHOREWOOD BLVD

# AGENDA

- Introductions
- Study Goals and Process
- January 10<sup>th</sup> & February 5<sup>th</sup> Meeting Summaries
- Key Assumptions
- Review Development Objectives & Polling
- Wrap-up and Next Steps

# 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 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 (March 12)**

Task 3.3 Village Board Adoption

Task 3.4 Potential Comprehensive Plan Text Amendment

# JANUARY 10<sup>TH</sup> 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 10<sup>TH</sup> 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 10<sup>TH</sup>

## 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

# FEBRUARY 5<sup>TH</sup> 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 5<sup>TH</sup> 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 5<sup>TH</sup> EAST/WEST ORIENTATION – TOP RESPONSES

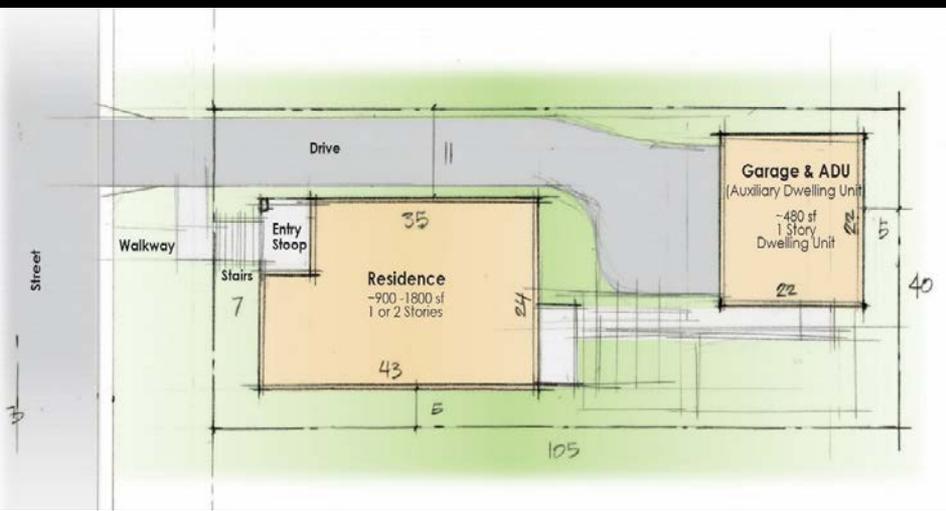


## Advantages

- 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 5<sup>TH</sup> SINGLE FAMILY W/ ADU – TOP RESPONSES

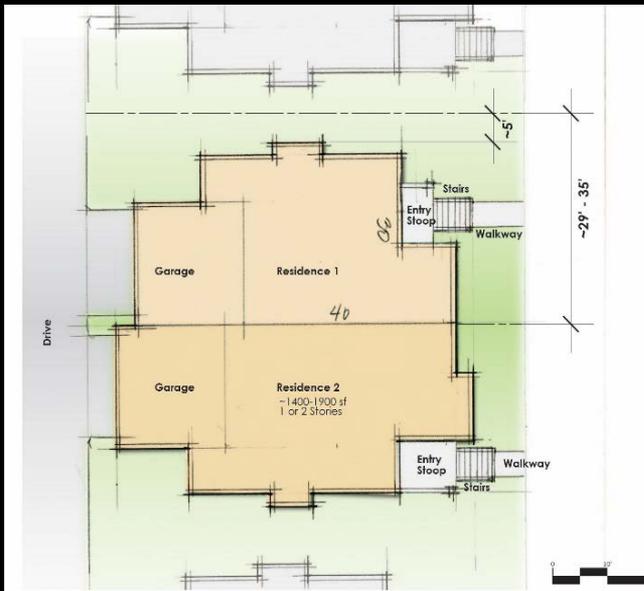
## Advantages

- 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 5<sup>TH</sup> DUPLEX/TWIN HOME – TOP RESPONSES



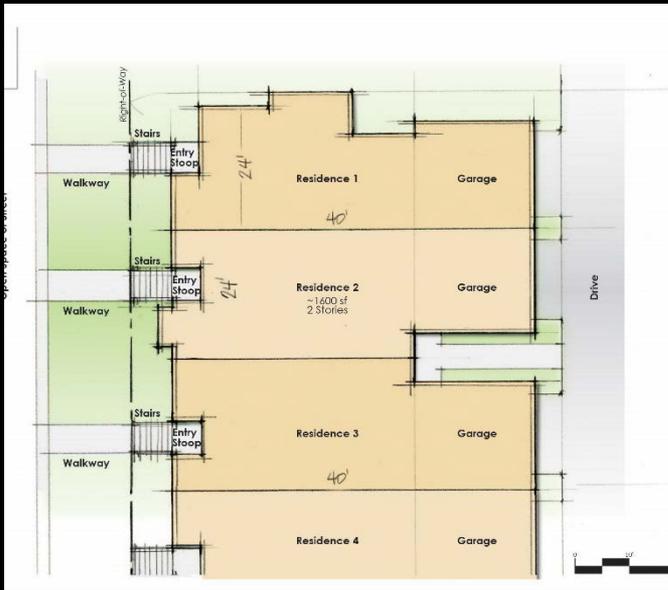
## Advantages

- 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 5<sup>TH</sup> 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

# PURPOSE OF TODAY'S MEETING

- Review, evaluate, and refine Draft Development Objectives
- Discuss next steps in the Village's planning process
  - Plan Commission & Village Board consideration

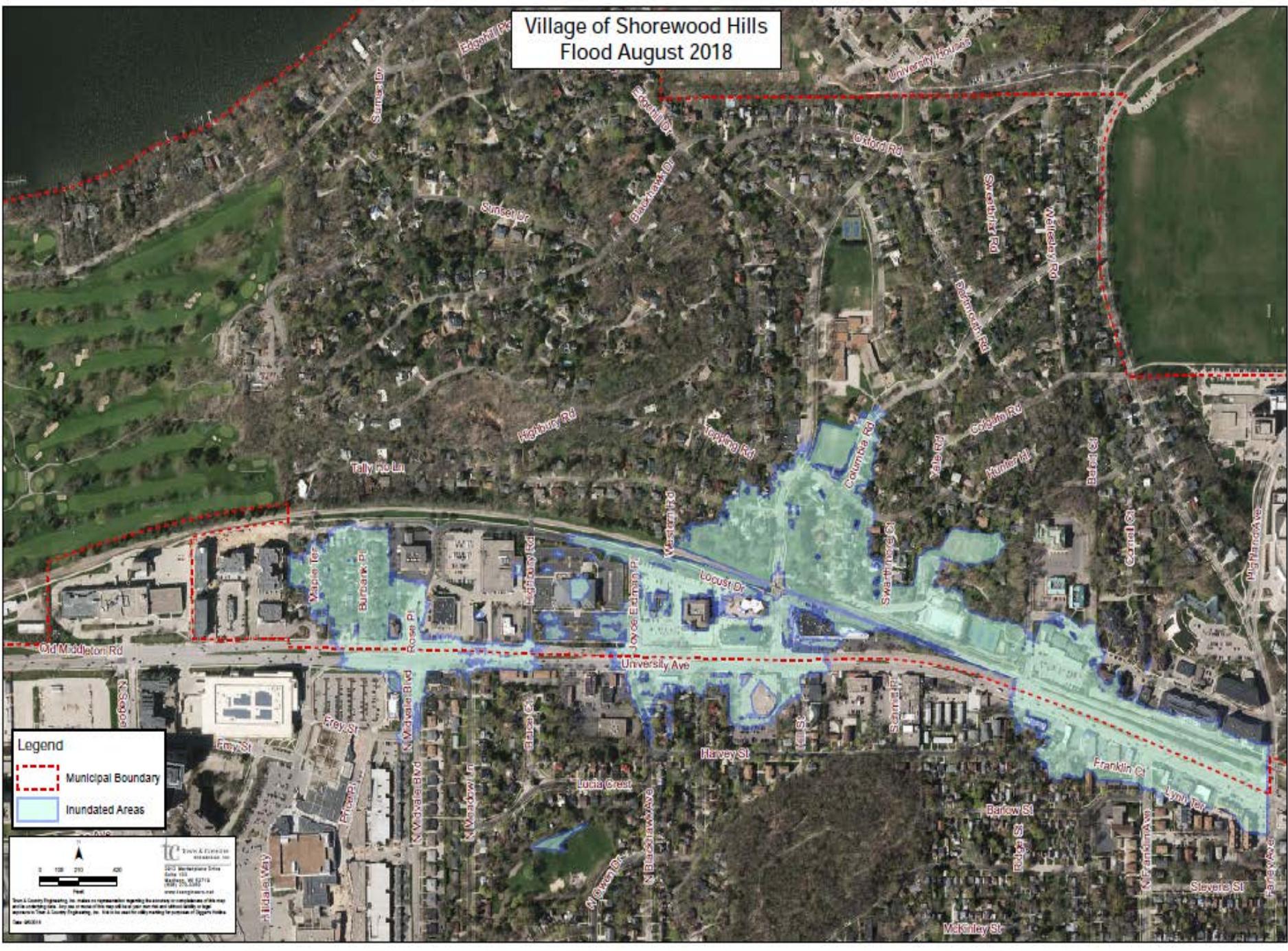


# KEY ASSUMPTION: ELEVATION AS BEST SHORT-TERM STORMWATER MITIGATION STRATEGY

- 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

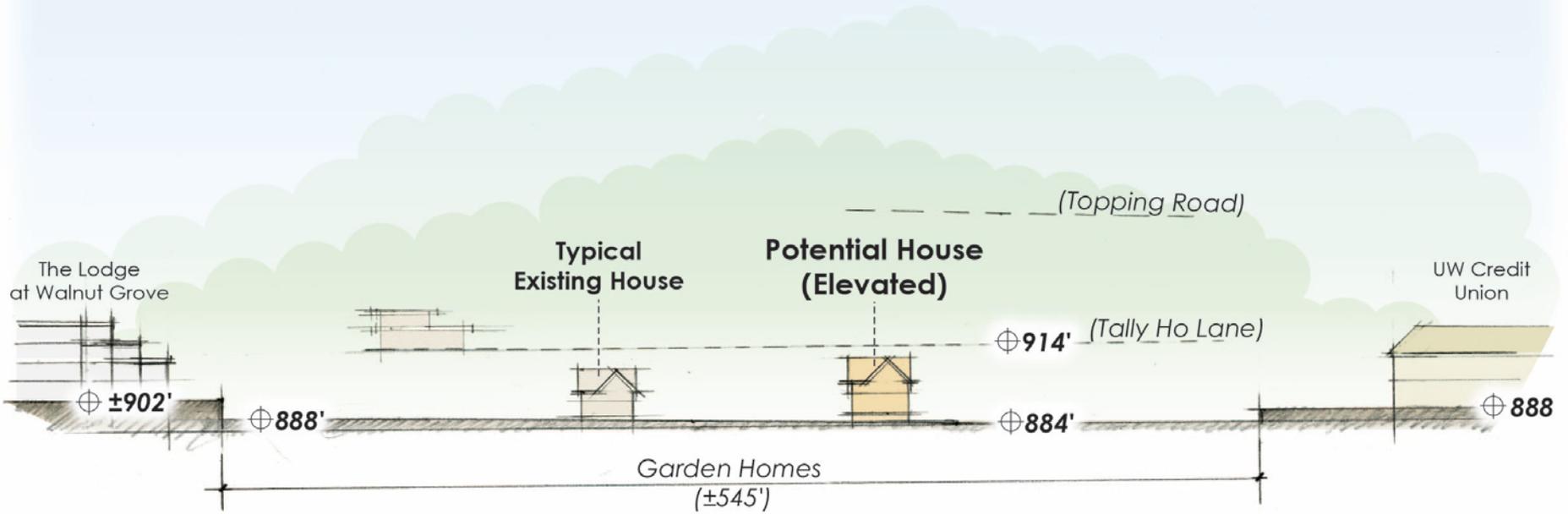


  
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 Date: 8/18/18

GARDEN HOMES NEIGHBORHOOD  
AREA CROSS SECTION

Madison, Wisconsin



GARDEN HOMES NEIGHBORHOOD  
**BUILDING ELEVATION TECHNIQUES**

Madison, Wisconsin

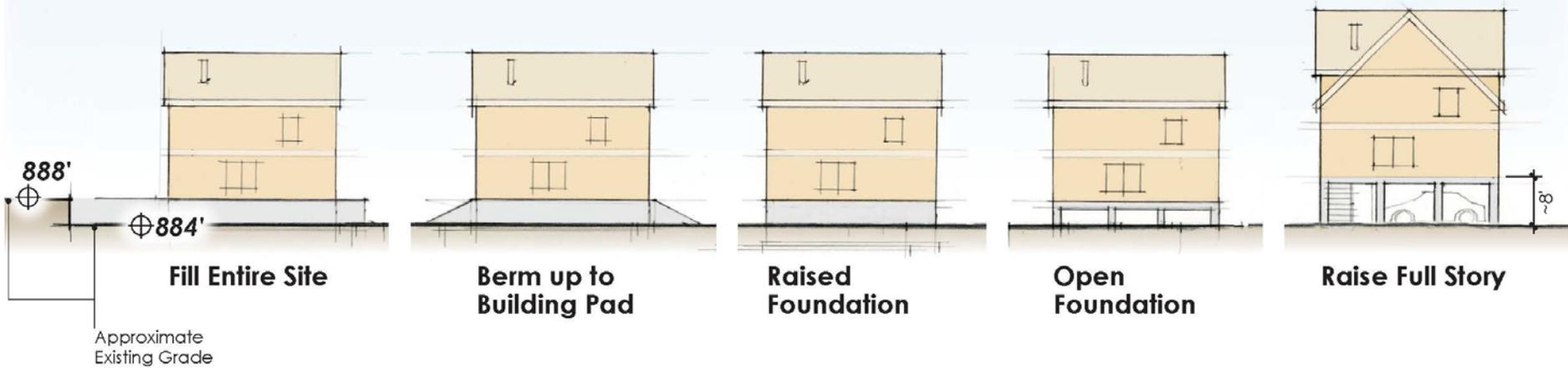
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2

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4

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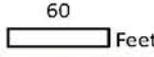
# KEY ASSUMPTION: NEIGHBORHOOD CONTINUES TO TRANSITION

- 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

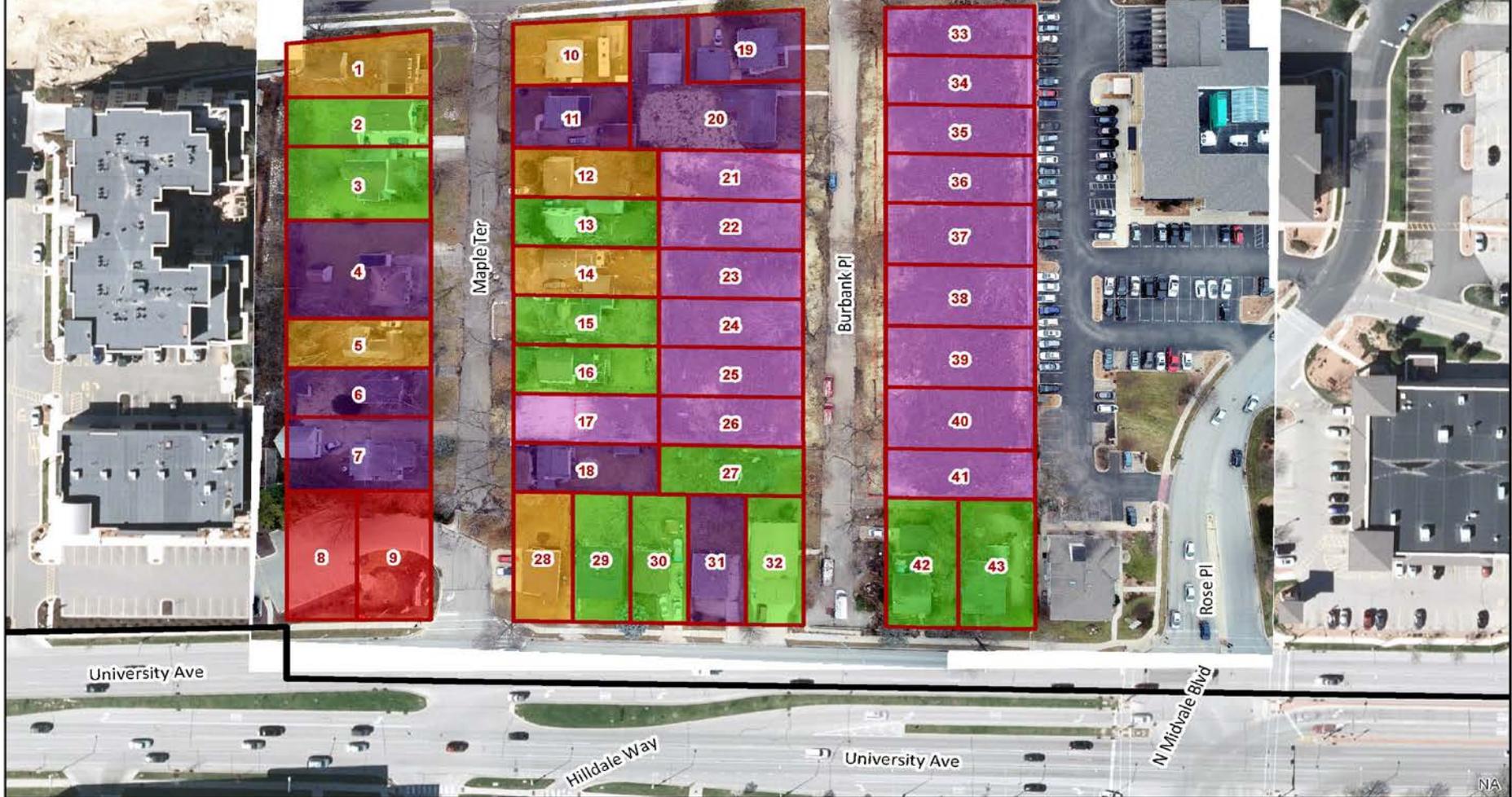
# Garden Homes Neighborhood Ownership

## Post-Flood Photo 12-21-18

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

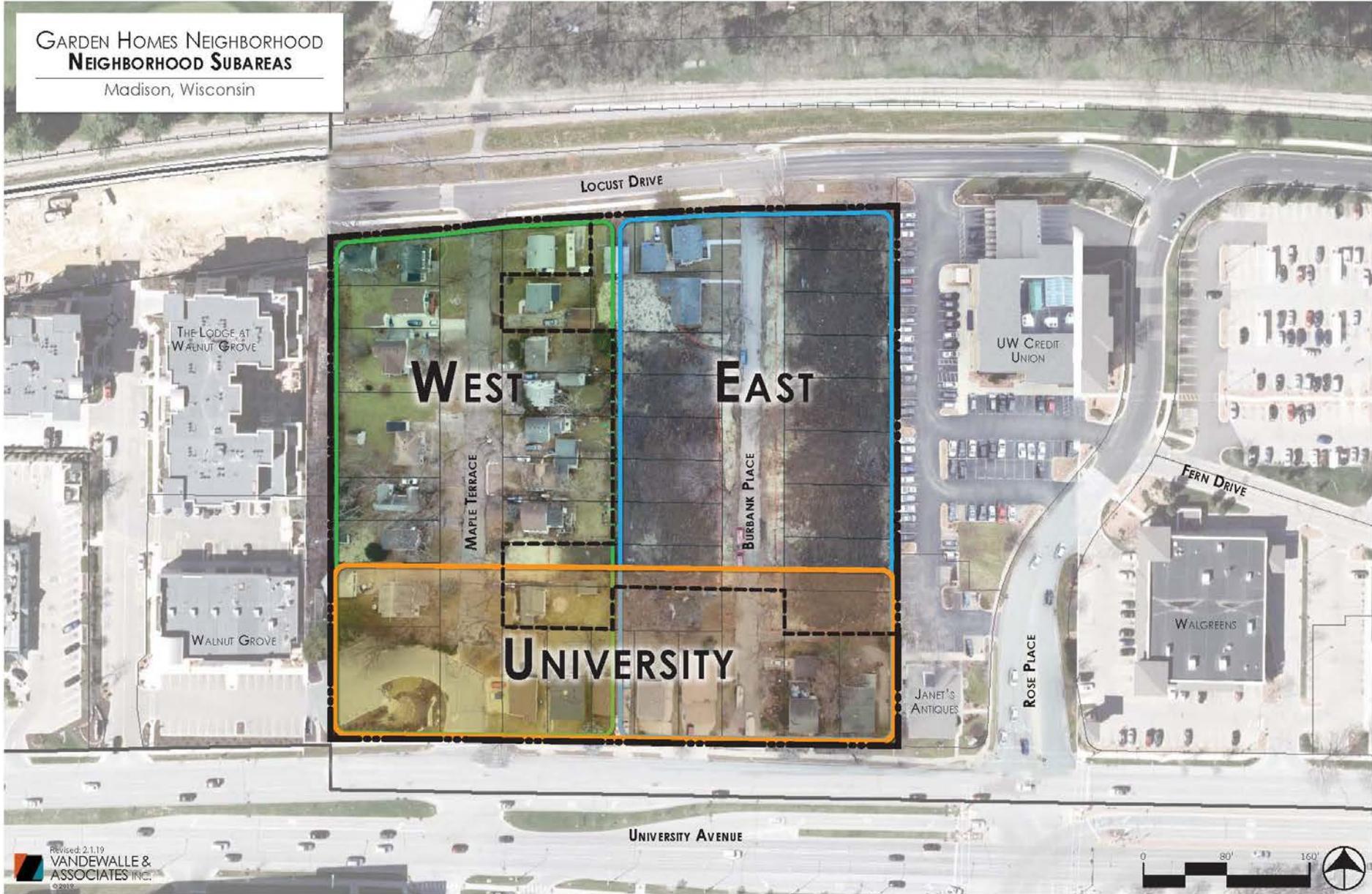


Date: 2/19/19  
 Sources: Dane Co. LIO,  
 Vandewalle & Associates



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%
<b>Total Lots</b>	<b>16</b>		<b>14</b>		<b>13</b>		<b>43</b>	

# 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

# 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:

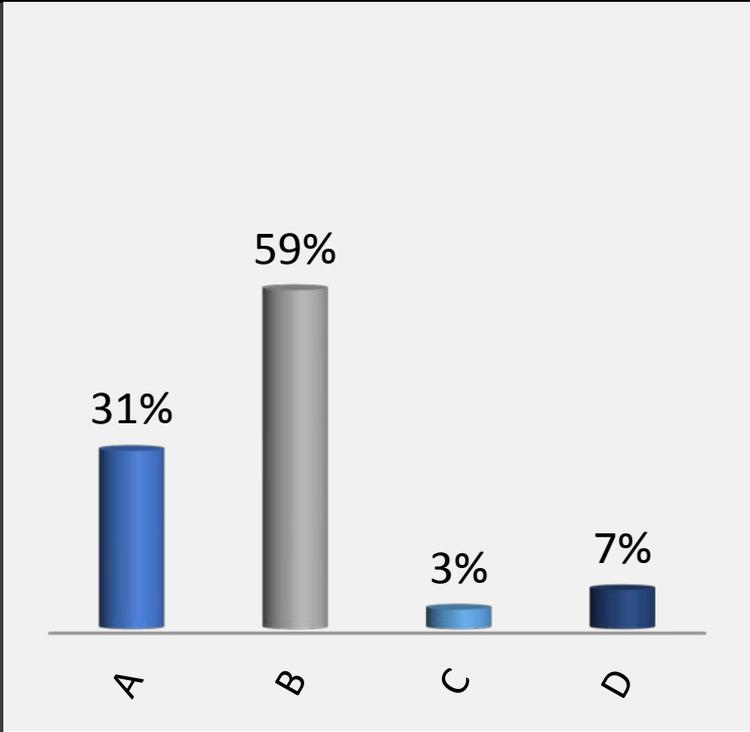
- A voting tool for one particular idea



# POLLING

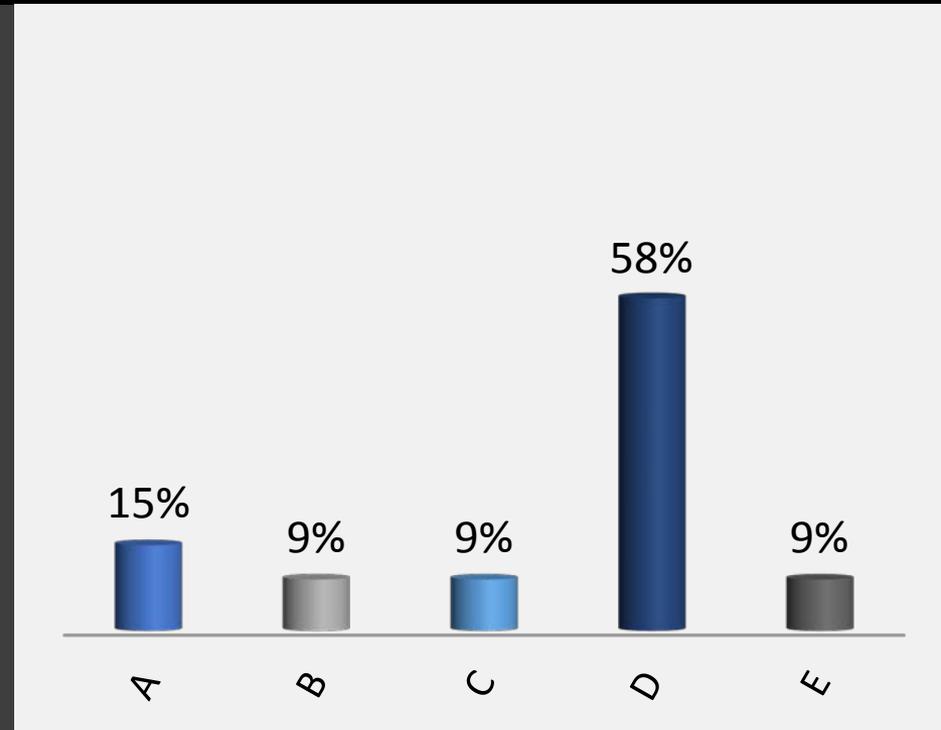
# 1. WHERE DO YOU LIVE?

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



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

- A. 0-8 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?

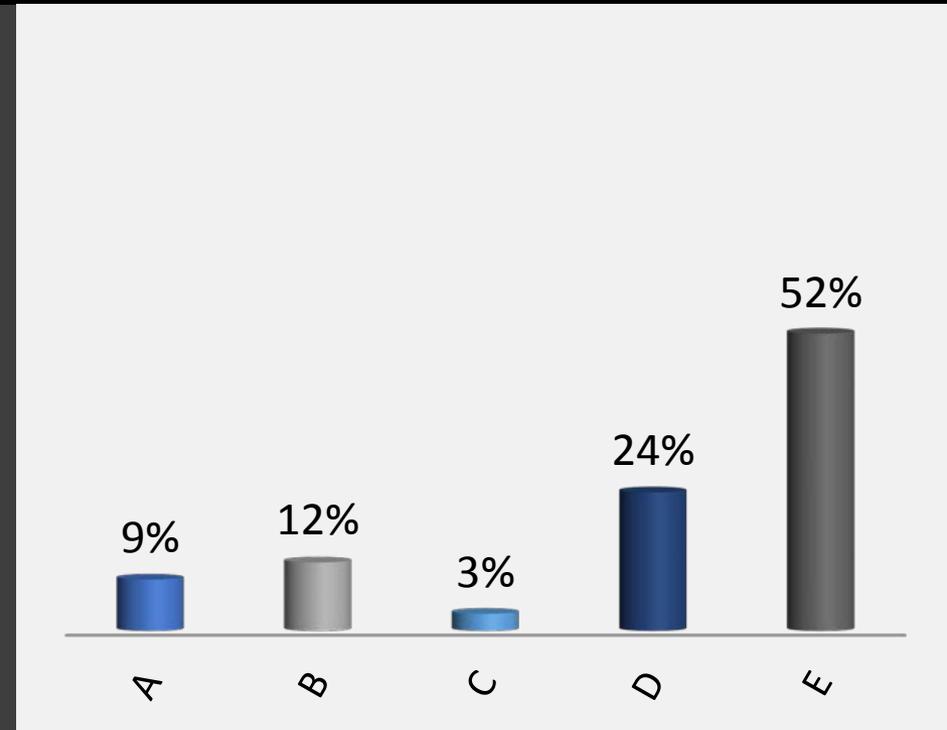
A. Under 30

B. 30-39

C. 40-49

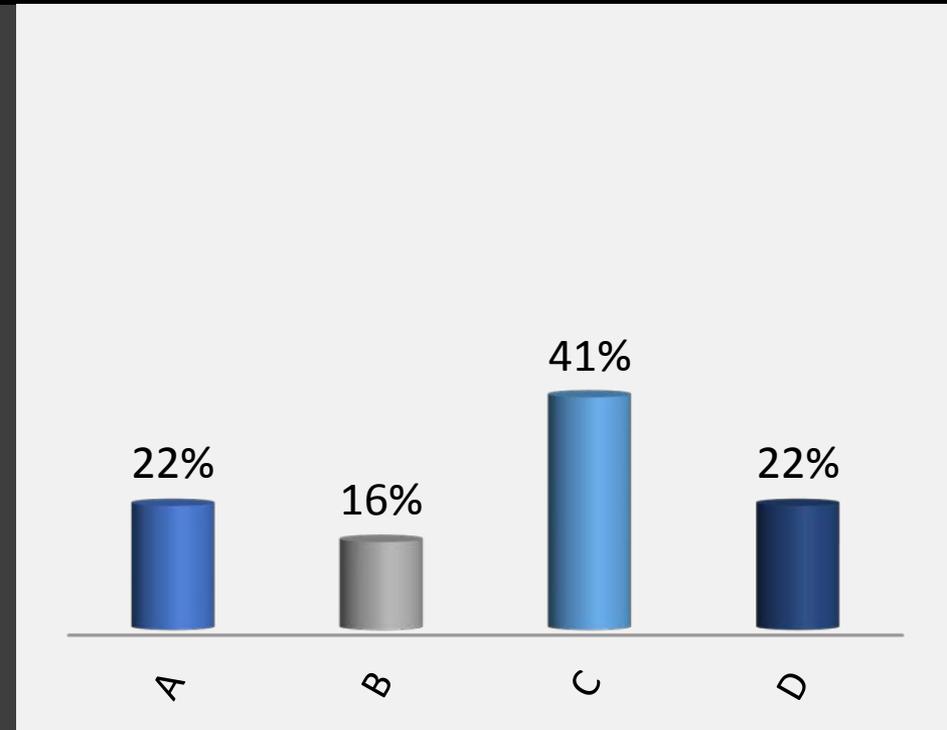
D. 50-59

E. 60+



# 4. WHICH PAST MEETINGS HAVE YOU ATTENDED DURING THIS PLANNING PROCESS?

- A. January 10th
- B. February 5th
- C. Both
- D. Neither





*Draft  
Development  
Objectives*

# OBJECTIVES



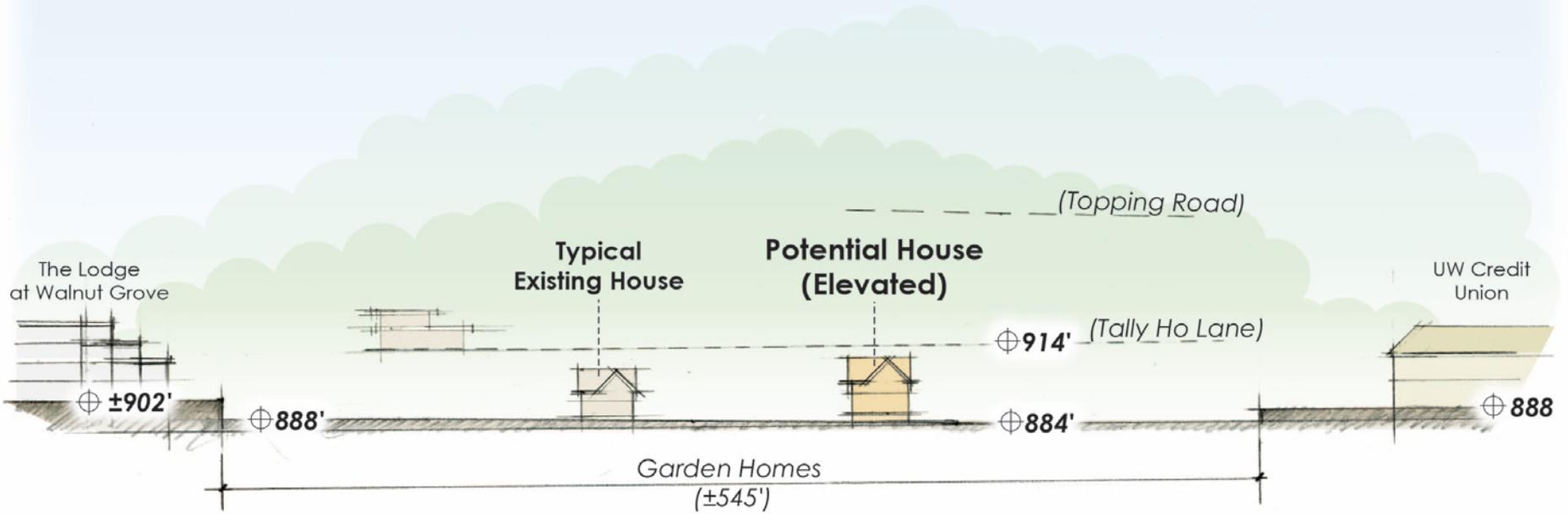
the village of  
**SHOREWOOD HILLS**  
*Wisconsin*

# A. MITIGATE POTENTIAL FOR FLOOD DAMAGE

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

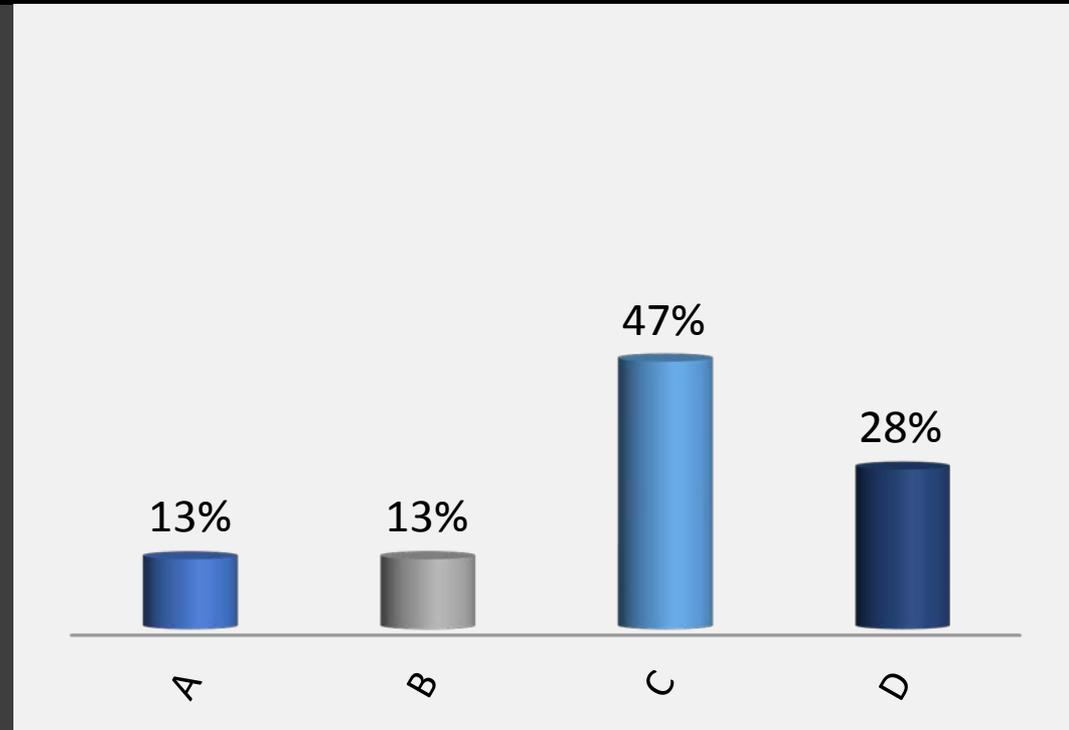
GARDEN HOMES NEIGHBORHOOD  
AREA CROSS SECTION

Madison, Wisconsin



# THE DRAFT OBJECTIVES TO MITIGATE POTENTIAL FOR FLOOD DAMAGE ARE:

- A. Too lenient
- B. Too restrictive
- C. About right
- D. I don't know



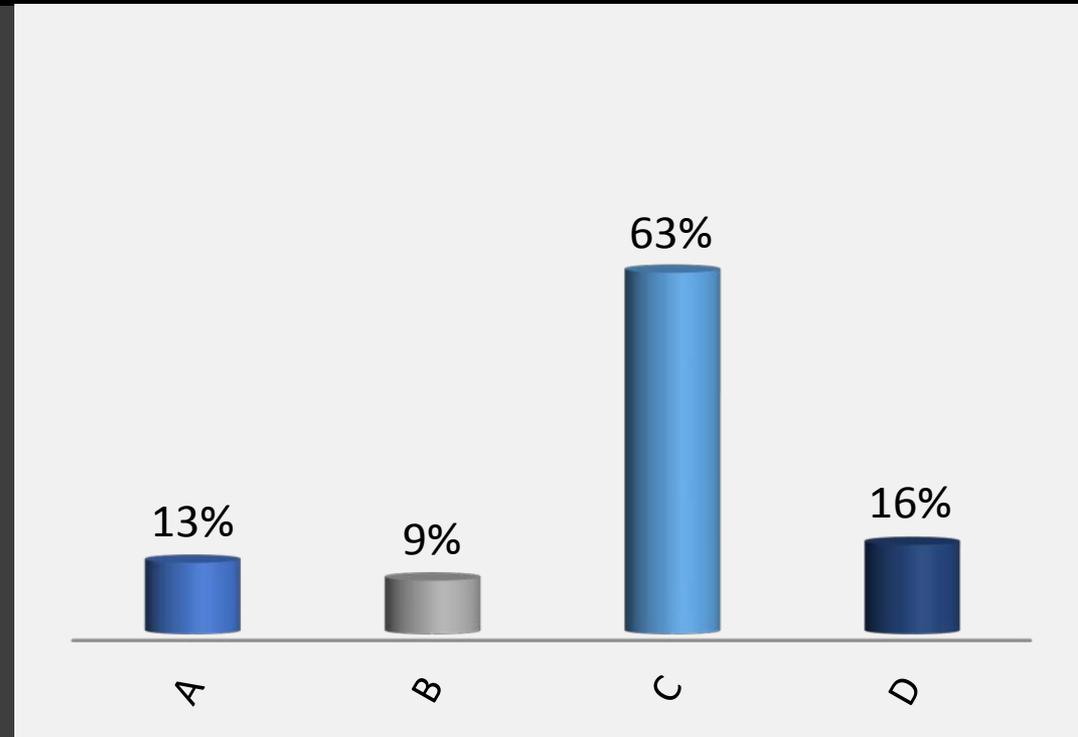
## B. MAINTAIN COHESIVE NEIGHBORHOOD FEEL

### 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, condominium, or cooperative ownership are preferred

# THE DRAFT OBJECTIVES TO MAINTAIN COHESIVE NEIGHBORHOOD FEEL BY MAINTAINING PRIMARILY RESIDENTIAL USES ARE:

- A. Too lenient
- B. Too restrictive
- C. About right
- D. I don't know



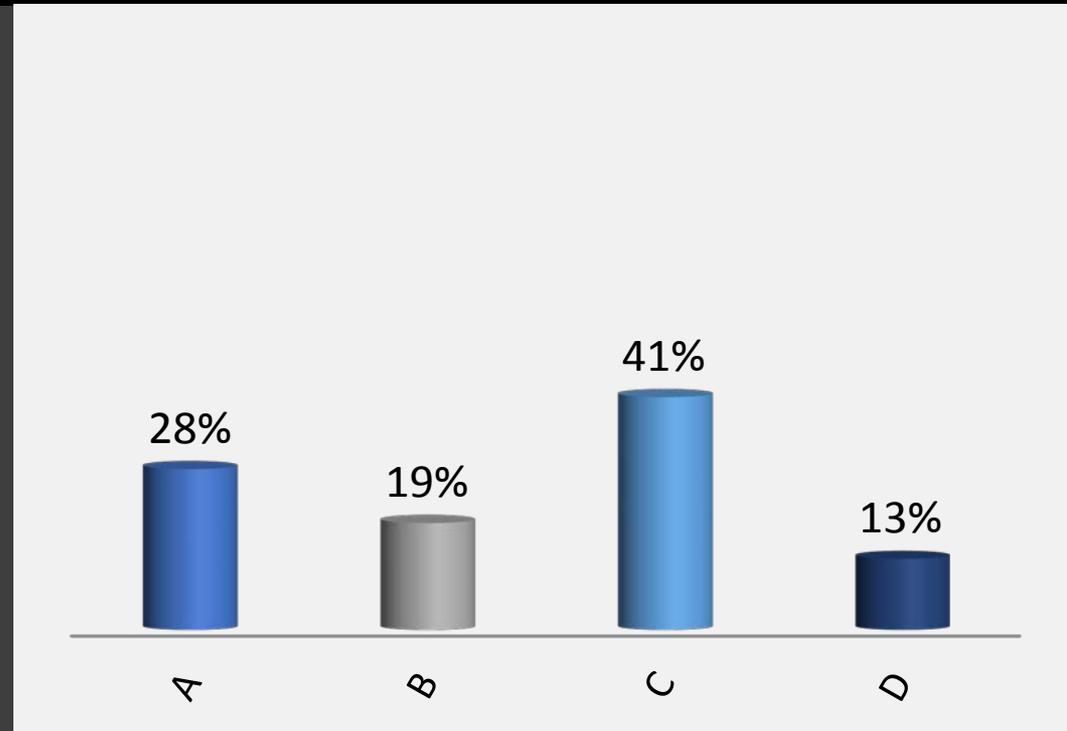
# B. MAINTAIN COHESIVE NEIGHBORHOOD FEEL

## 2. Utilize Traditional Residential Building Design

- Incorporate sloped roofs and real wood siding; use of faux materials (like vinyl siding) 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

# THE DRAFT OBJECTIVES TO MAINTAIN COHESIVE NEIGHBORHOOD FEEL BY UTILIZING TRADITIONAL RESIDENTIAL BUILDING DESIGN ARE

- A. Too lenient
- B. Too restrictive
- C. About right
- D. I don't know



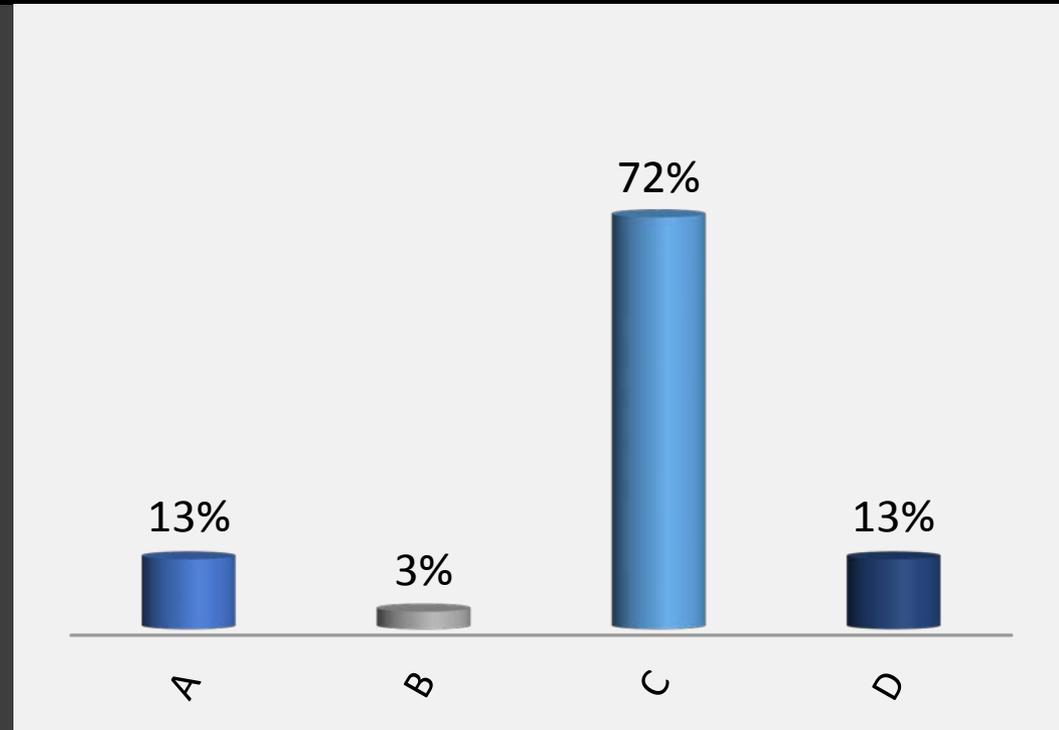
## B. MAINTAIN COHESIVE NEIGHBORHOOD FEEL

### 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

# THE DRAFT OBJECTIVES TO MAINTAIN COHESIVE NEIGHBORHOOD FEEL BY PROVIDING ADEQUATE BUFFERING ARE:

- A. Too lenient
- B. Too restrictive
- C. About right
- D. I don't know

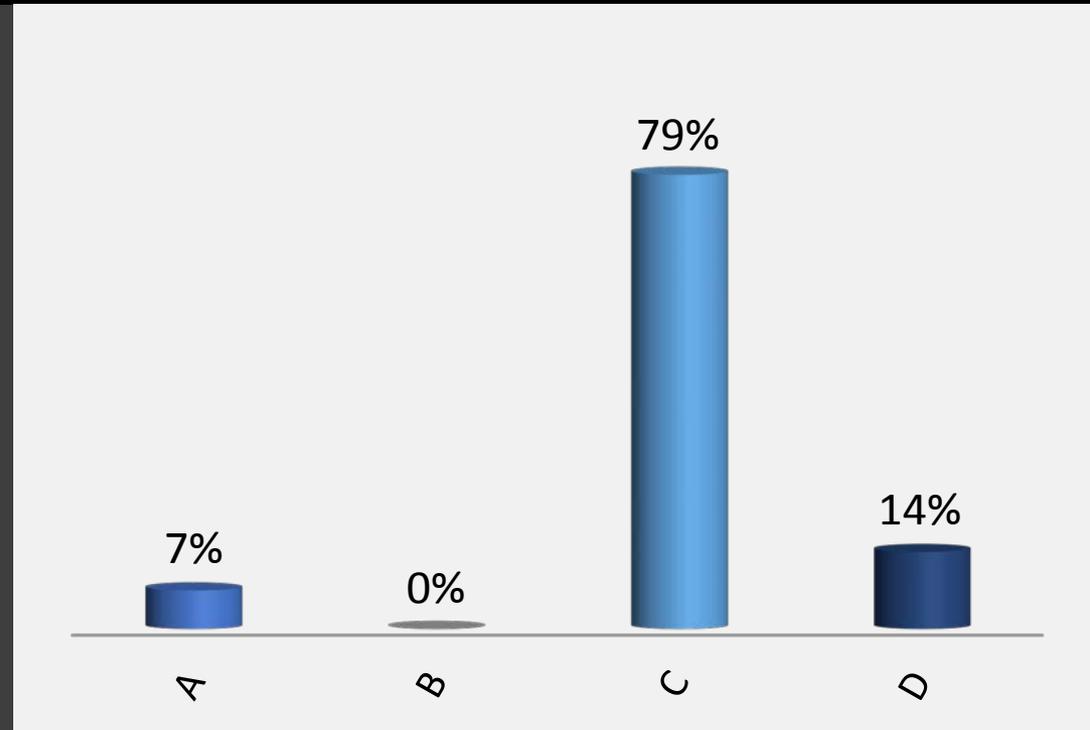


## C. INCORPORATE COMMON OPEN SPACE

- 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

# THE DRAFT OBJECTIVES TO INCORPORATE COMMON OPEN SPACE ARE

- A. Too lenient
- B. Too restrictive
- C. About right
- D. I don't know

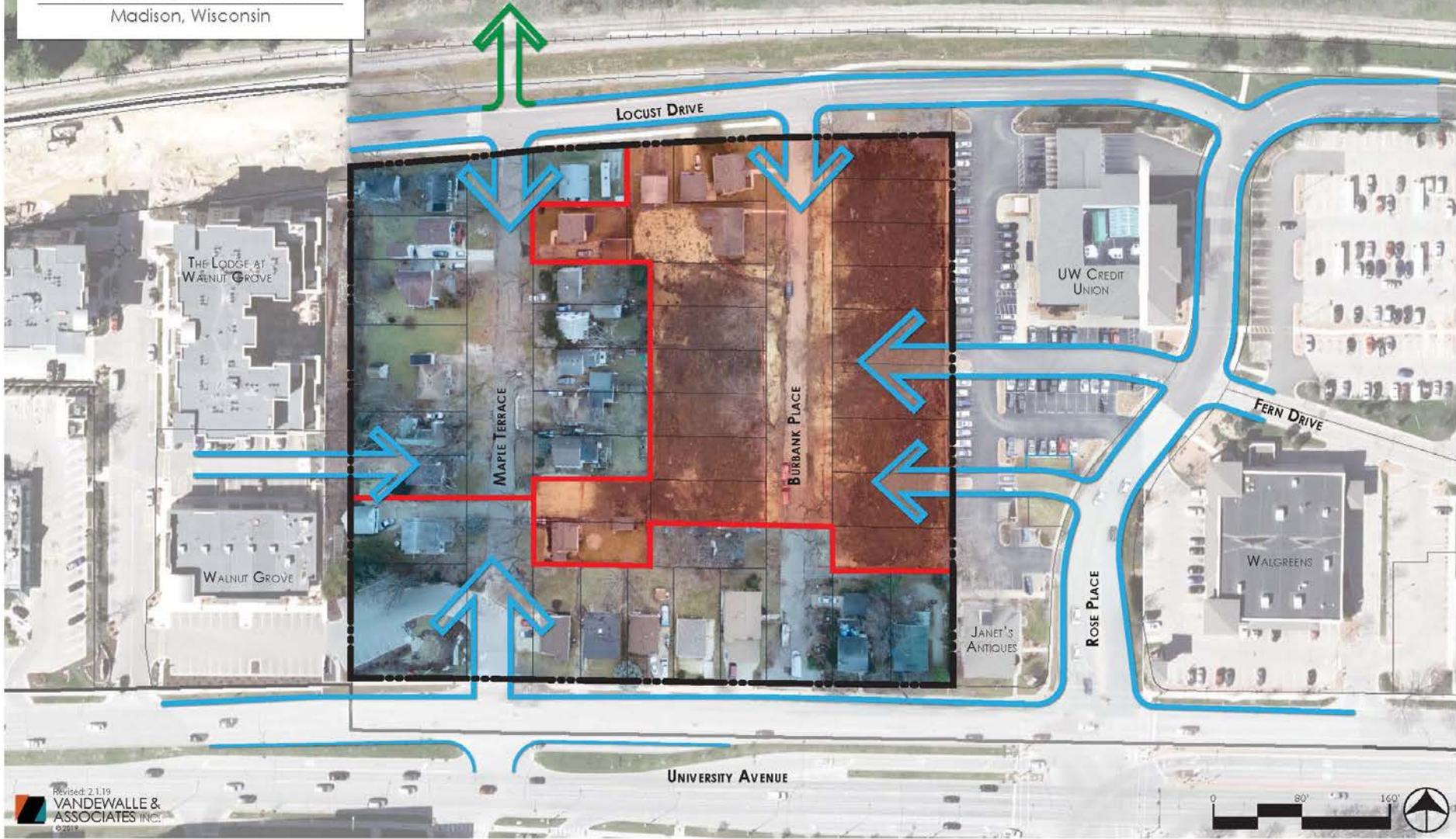


## D. MINIMIZE VEHICULAR IMPACTS

- 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 the 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

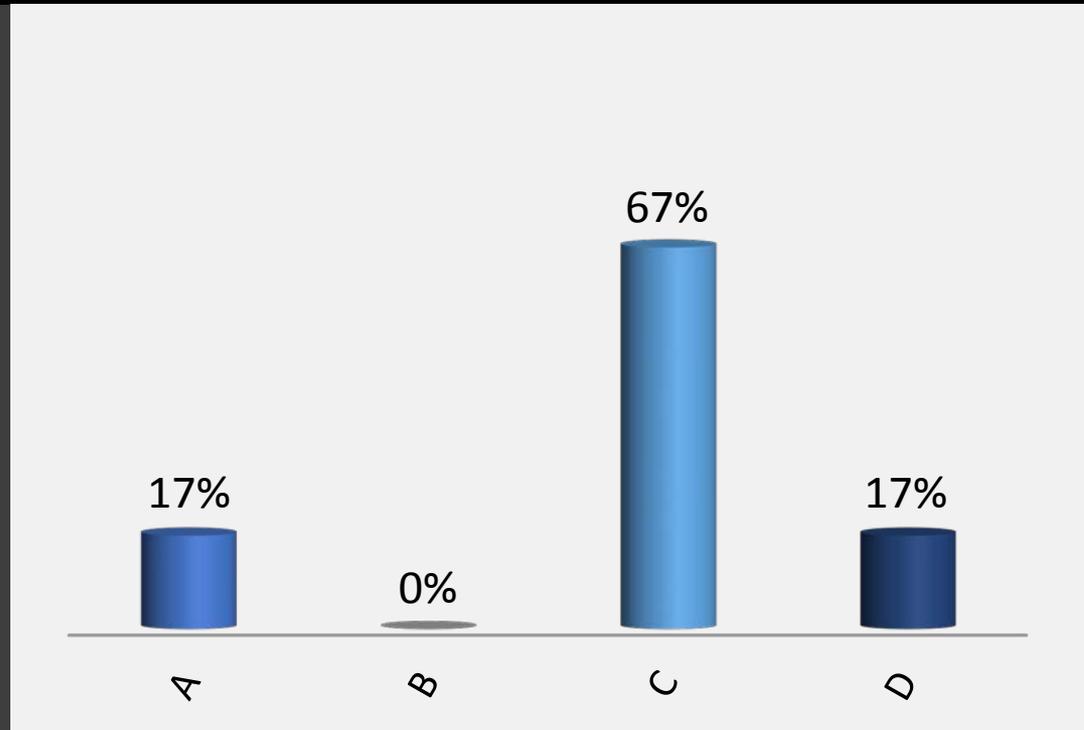
GARDEN HOMES NEIGHBORHOOD  
POTENTIAL ACCESS ALTERNATIVES

Madison, Wisconsin



# THE DRAFT OBJECTIVES TO MINIMIZE VEHICULAR IMPACTS ARE

- A. Too lenient
- B. Too restrictive
- C. About right
- D. I don't know



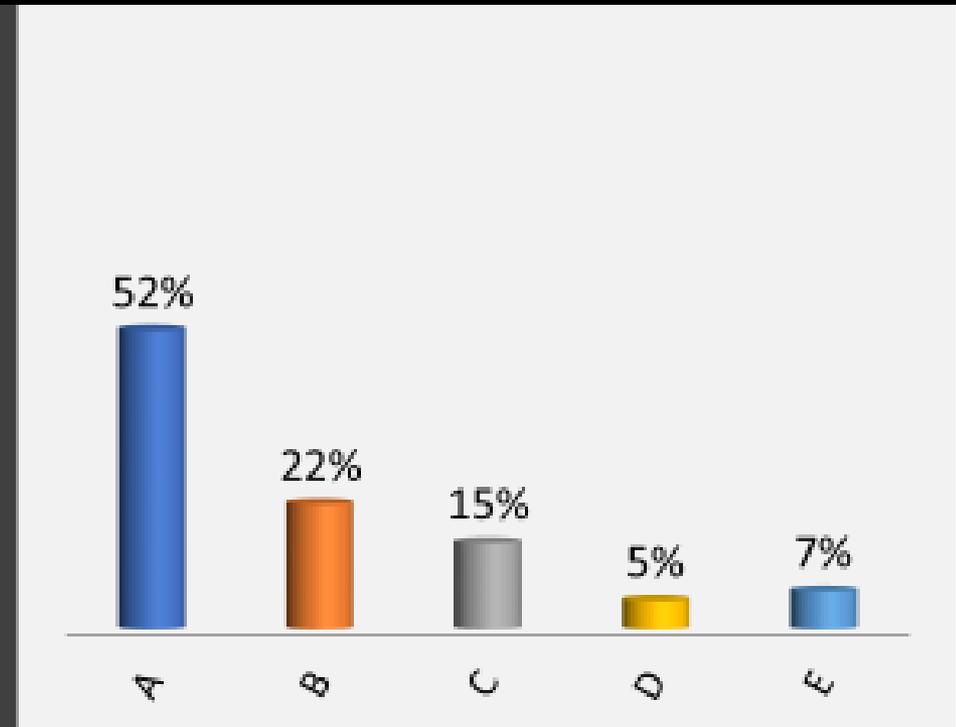
## E. SEEK AFFORDABILITY

- 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

Responses From January 10<sup>th</sup>:

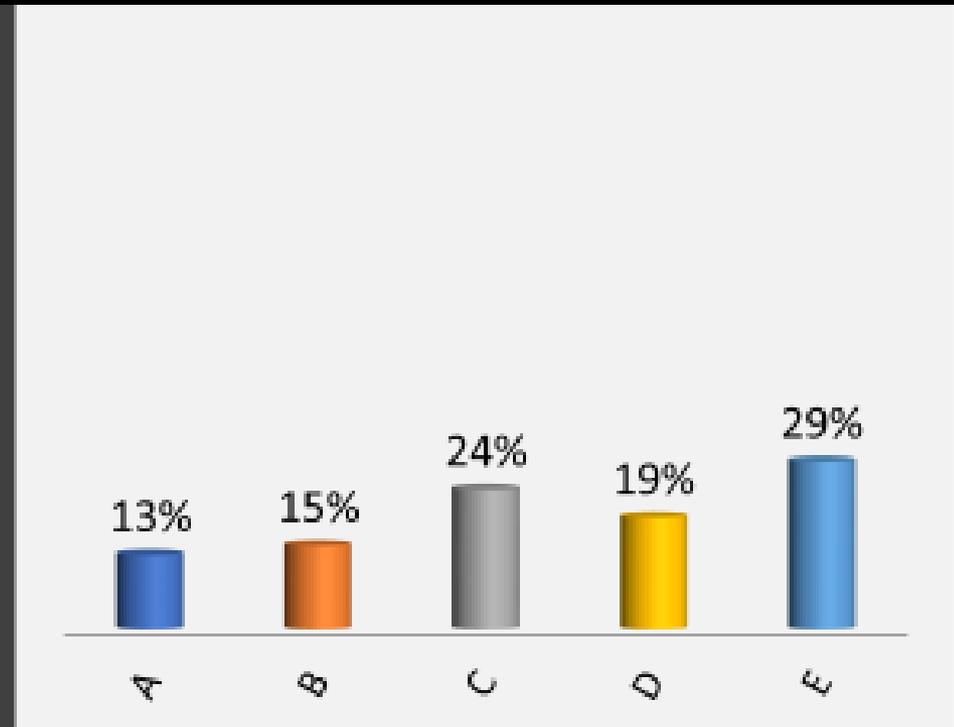
#### 4. THE VILLAGE OF SHOREWOOD HILLS SHOULD ENCOURAGE MORE AFFORDABLE **OWNER-OCCUPIED** HOUSING OPTIONS.

- 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



# 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%
<b>TOTALS</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*Village of Shorewood Hills assessment records

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

# MEDIAN HOUSING VALUES AND HOUSEHOLD INCOMES

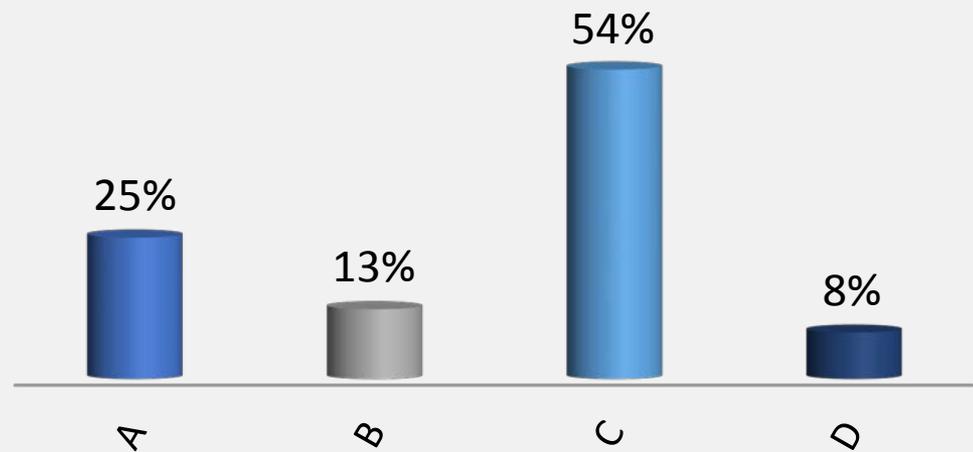
	Shorewood Hills	Madison**	Dane County**
Median Home Value	\$590,500*	\$223,300	\$242,700
Median Income	\$125,000**	\$59,387	\$67,631

\*Village of Shorewood Hills assessment records

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

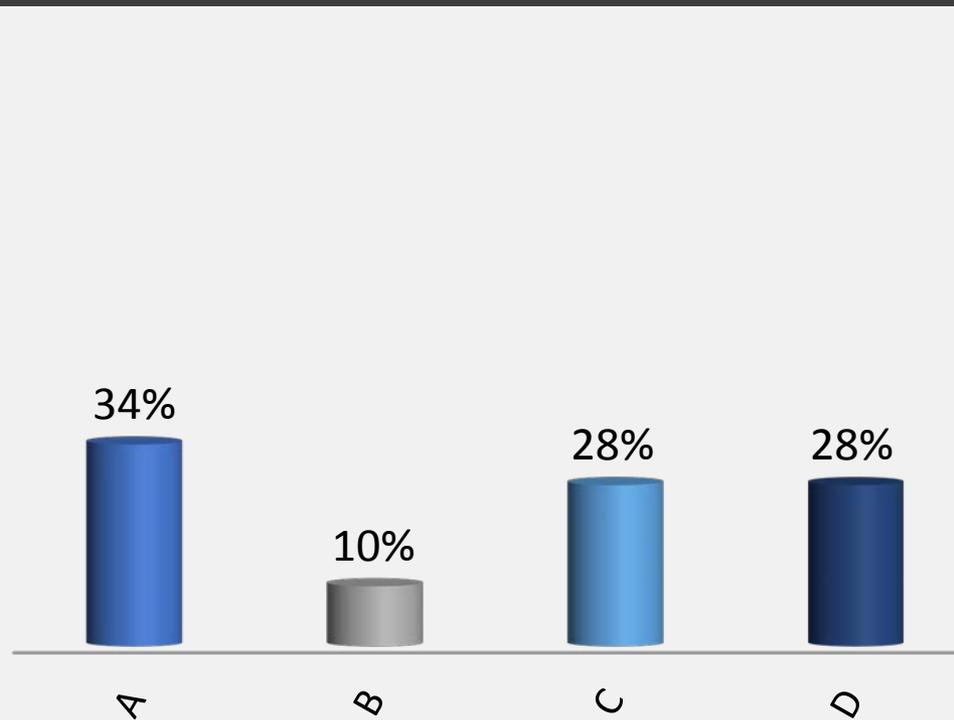
# I THINK THE DRAFT OBJECTIVES TO SEEK AFFORDABILITY ARE

- A. Too lenient
- B. Too restrictive
- C. About right
- D. I don't know



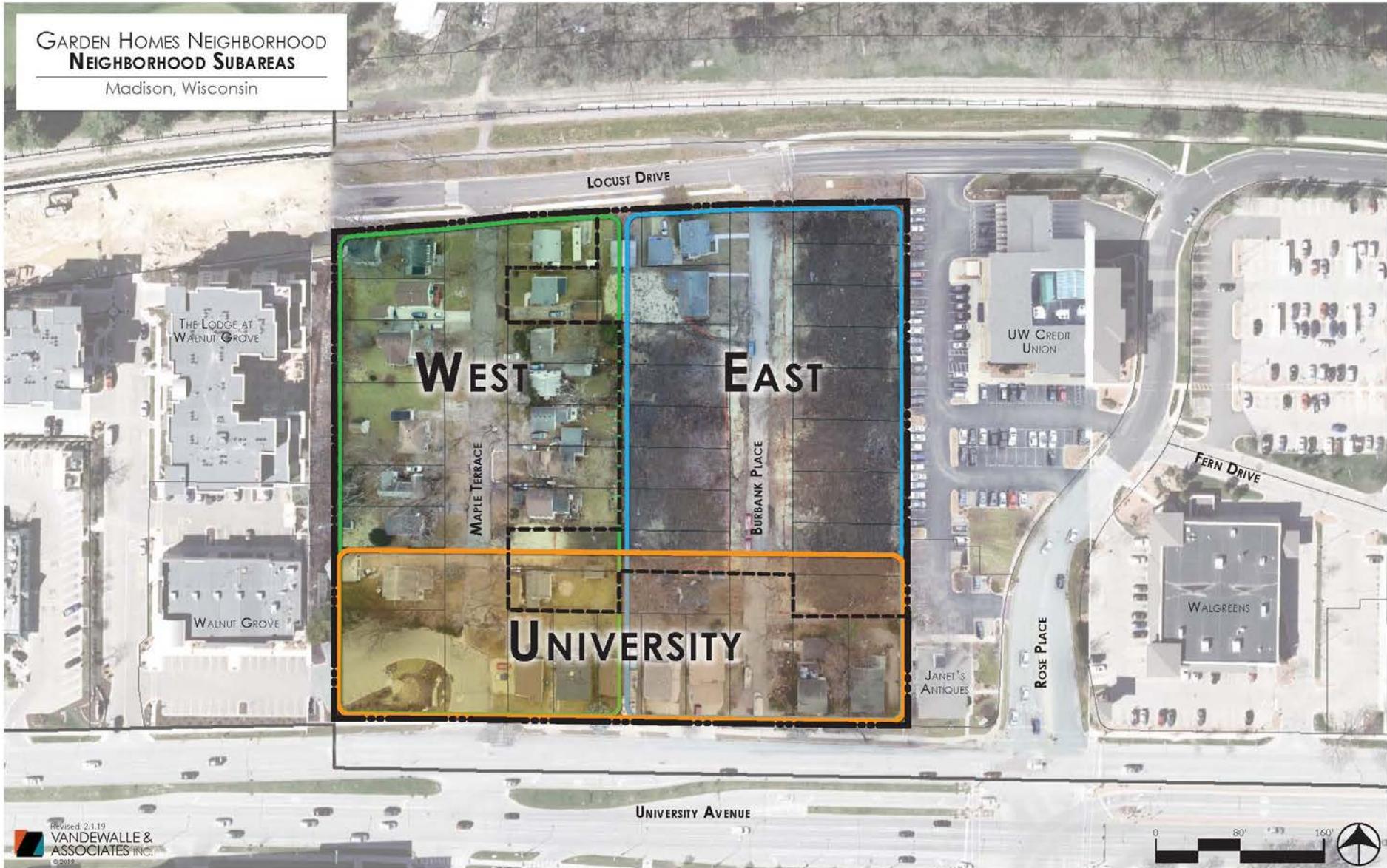
# SHOULD THE VILLAGE CONSIDER CREATING AN AFFORDABLE HOUSING PROGRAM TO SUBSIDIZE THE COST OF LAND OR NEW CONSTRUCTION (TIF, ETC.)?

- A. Yes, for owner-occupied units only
- B. Yes, for rental units only
- C. Yes, for any occupancy type
- D. No



# 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

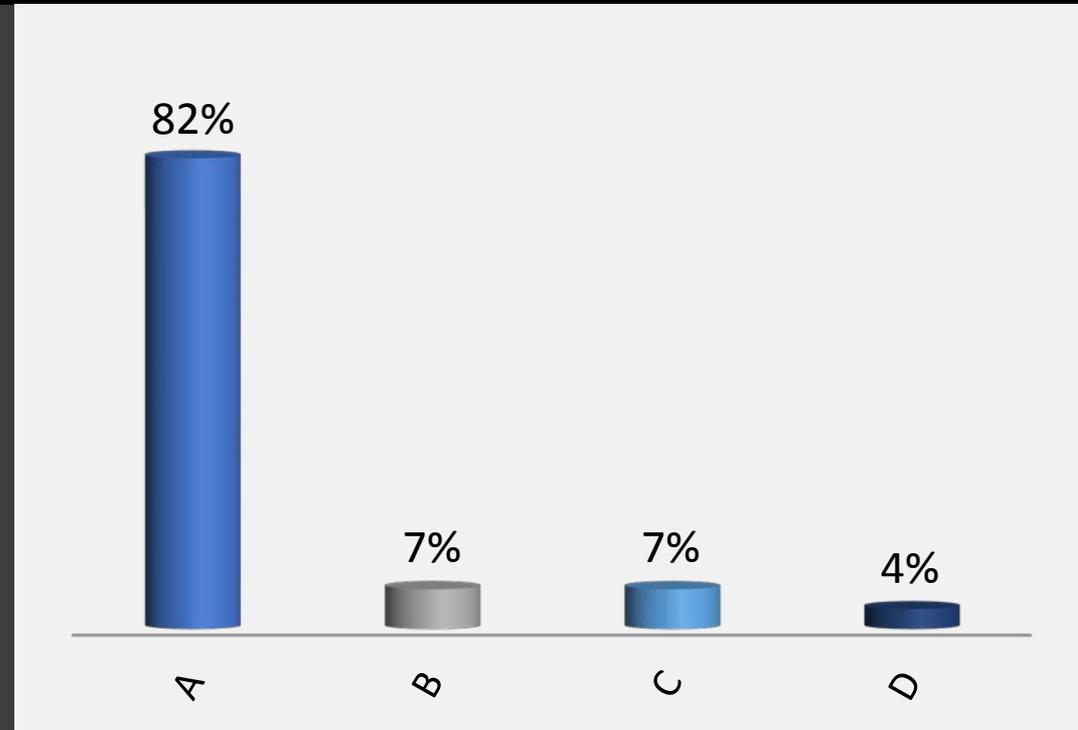
- Maximum building heights may extend up to six stories
- Building design should still reflect a traditional residential character, but a wider pallet of exterior materials may be considered in addition to flat roofs

### 3. Parking

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

# THE DRAFT OBJECTIVES FOR THE FUTURE REDEVELOPMENT OF THE WEST AREA ARE

- A. Too lenient
- B. Too restrictive
- C. About right
- D. I don't know



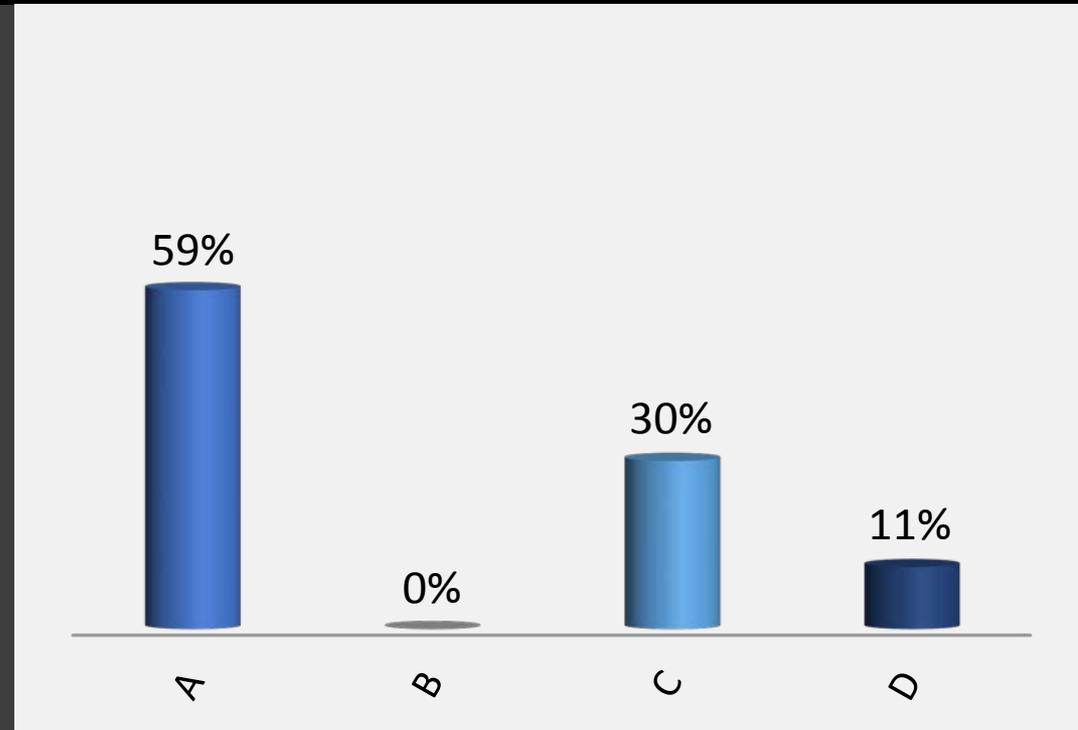
# F. FUTURE REDEVELOPMENT

## 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

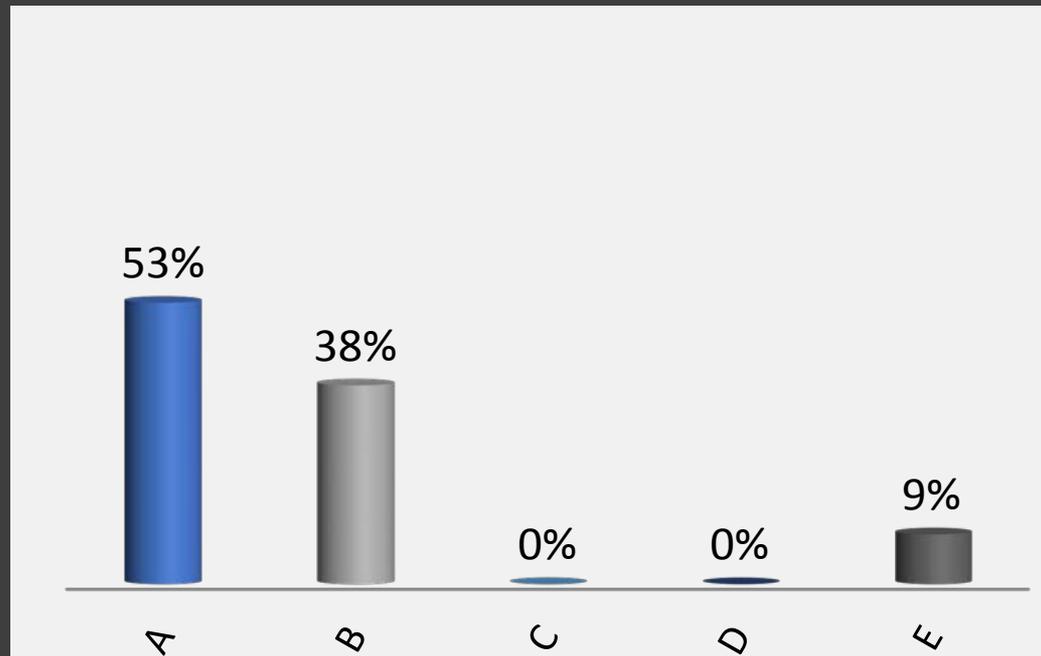
# THE DRAFT OBJECTIVES FOR THE FUTURE REDEVELOPMENT OF THE UNIVERSITY AVENUE AREA ARE:

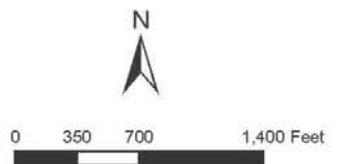
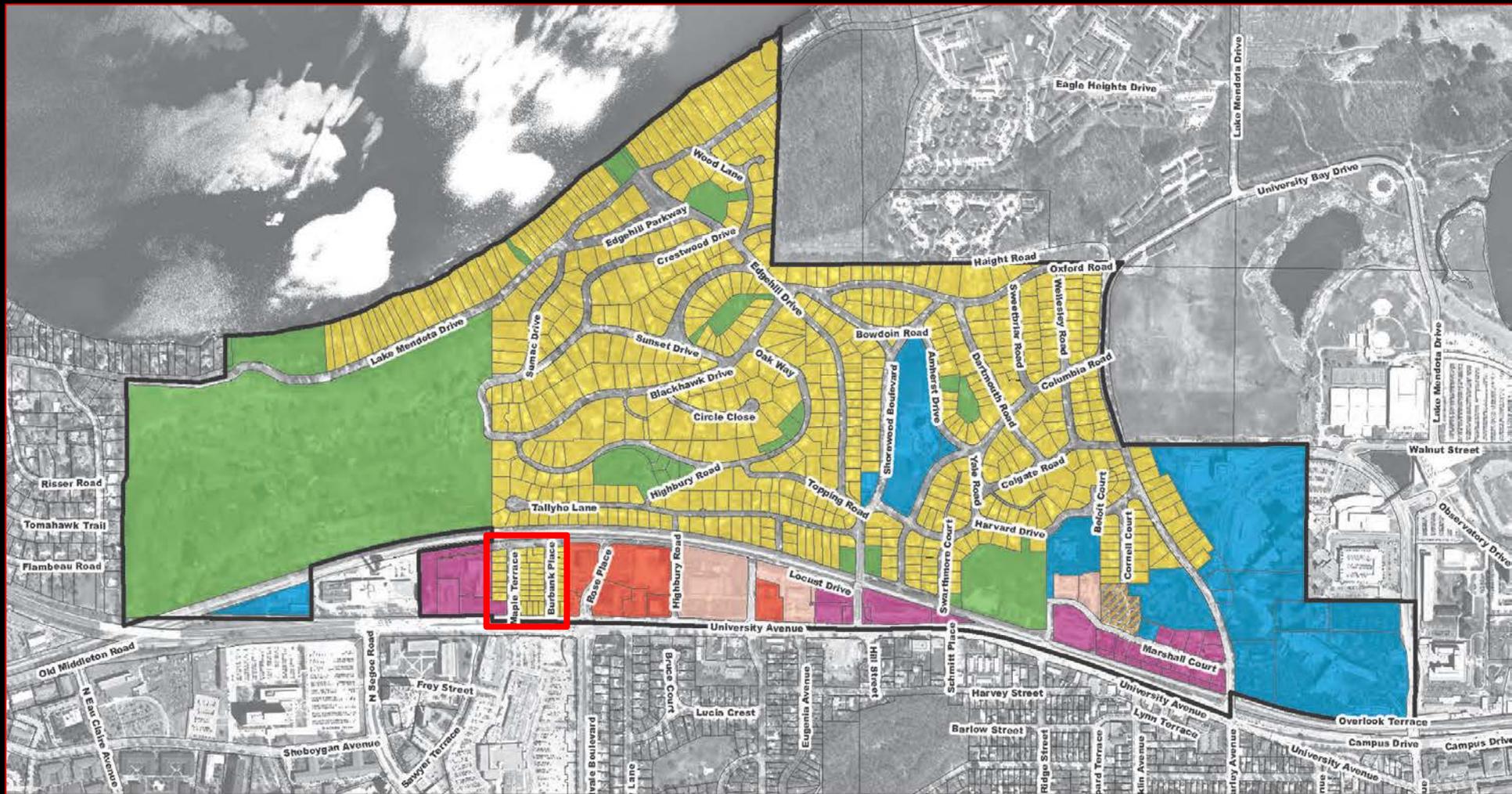
- A. Too lenient
- B. Too restrictive
- C. About right
- D. I don't know



# WHICH OF THE FOLLOWING HIGH-LEVEL OBJECTIVES IS THE MOST IMPORTANT?

- A. Mitigate potential for flood damage
- B. Maintain cohesive neighborhood feel
- C. Incorporate common open space
- D. Minimize vehicular impacts
- E. Seek affordability





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
- Light Orange box Commercial - Office
- Purple box Mixed Use (Office / Retail / Residential)
- Blue box Public / Institutional
- Green box Park / Open Space
- Black outline Village of Shorewood Hills Boundary

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

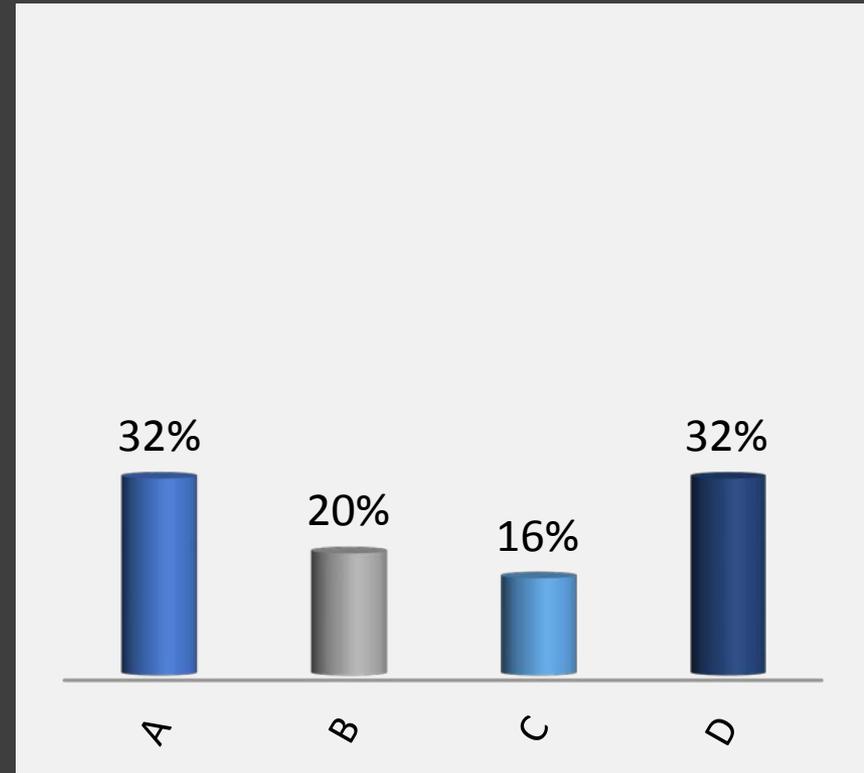
July 23, 2009  
 vierbicher  
 planners | engineers | architects

**FUTURE LAND USE MAP (2009)**



# SHOULD THE VILLAGE CONSIDER AN **AMENDMENT TO THE COMPREHENSIVE PLAN** TO INCORPORATE SOME OR ALL OF THESE DRAFT OBJECTIVES FOR THE FUTURE OF GARDEN HOMES

- A. Yes, with limited changes
- B. Yes, with major changes
- C. Maybe, but only if required by a future development proposal
- D. No, don't change anything



# NEXT STEPS

## Upcoming public meetings

- March 12<sup>th</sup>: Open House & Plan Commission Public Hearing
- March/April: Village Board Consideration/Adoption



# THANK YOU