Executive Summary

The following are highlights from the survey conducted by the Vilas Neighborhood Association in May and June. 254 adult residents responded to the survey, about 14% of Vilas' estimated adult population.

Neighborhood resident (respondent) profile

- People aged 65 and older accounted for 38% of the responses and are the largest age group.
- Nearly one-half of respondents have lived in Vilas for over 20 years.
- · About half grew up in Wisconsin and half came from out of state

How respondents perceive the Vilas neighborhood

- The vast majority agree that parks & open space are adequate for their recreational activities.
- A large majority feel safe in the Vilas neighborhood.
- Most say that parking near their home is adequate to support visitors, neighbors, and attractions.
- Close to half support lowering speed limits from 25 to 20 mph.

What people think about future growth and development

Business Development

- Most are satisfied with the number and mix of businesses on Monroe and Regent Streets.
- Approximately one-third would like more restaurants and retail establishments.
- While most think the number of bars is about right, approximately equal percentages would like either more or fewer bars in the area.

Multi-Family Housing Development on Monroe and Regent Streets

- A majority of respondents (61%) said they generally support increased housing density along Monroe and Regent Streets.
- Support for residential development on Monroe and Regent Streets varies depending on the size, height, and location of the proposed development.
 - Support was greatest for smaller, 2-7 unit multi-family buildings (62%) and townhomes (49%) than for medium, 8-24 unit buildings (37%) and larger, 25+ unit buildings (21%).
 - A majority of respondents support limiting buildings to 4 or fewer stories on both commercial corridors. A majority favored limiting buildings to 3 or fewer stories on Monroe St. west of Grant.
 - Support for buildings with 5 or more stories is greatest for properties on Regent St. (40%), followed by Monroe St. between Regent and Grant (27%), and Monroe St. west from Grant to Van Buren Streets (21%).

Housing Development in the Interior of the Neighborhood

• Respondents were most receptive to the addition of 2-3 unit buildings (46%), townhomes (41%), and accessory dwelling units (35%) in the interior of the neighborhood.

- Respondents largely opposed development of multi-family buildings with 4-7 units (59%) and 8 or more units (78%) in the interior of the neighborhood.
- More respondents took a neutral position regarding accessory dwelling units (39%) than either supported or opposed them. Smaller, but still substantial, minorities were neutral regarding developments with fewer than 8 units in the interior of the neighborhood.

Survey Response Summary

Survey responses 2021: 81 written + 173 on-line = 254 total

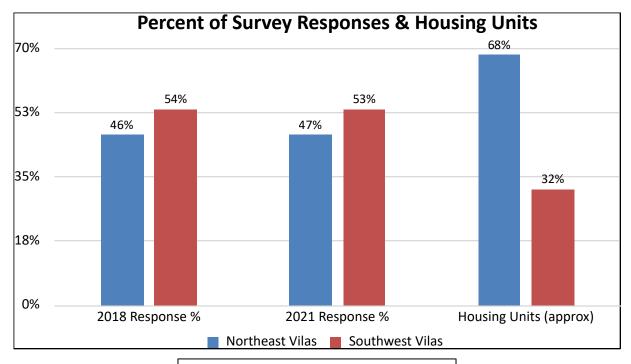
2021 Response rate: 254/1,800 adults (est.) = 14.1%

2018 response rate: 112/794 housing units (est.) = 14.1%

The 2018 survey requested one response per household; the 2021 survey allowed one response per adult.

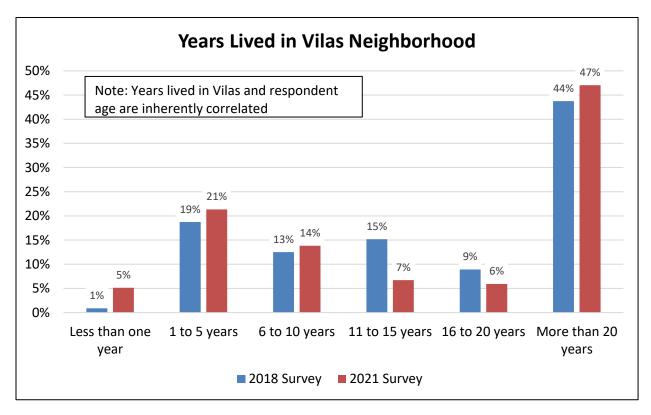
Respondent Characteristics

Respondents provided their address blocks (not specific addresses for confidentiality purposes). This allows the responses to be segmented by geographic sub-area. Responses from the "southwest" and "northeast" portions of the Vilas neighborhood were compared for selected questions (other geographic breakdowns would be possible). A handful of respondents either did not provide addresses or provided blocks on Grant could not be segmented (dividing line).

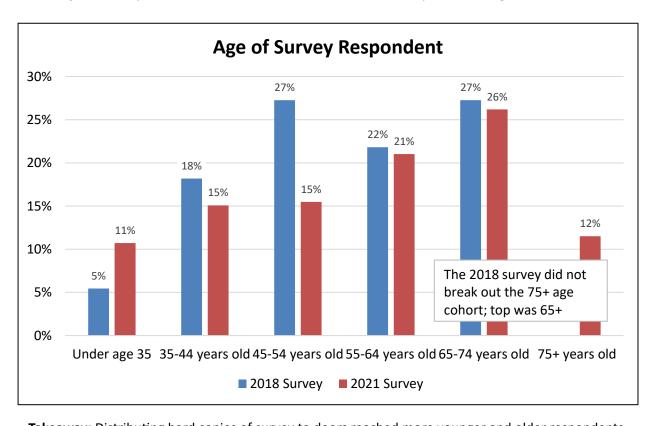


NE Vilas: Grant/Drake to Regent & Randall SW Vilas: Grant, Monroe, Vilas, Edgewood

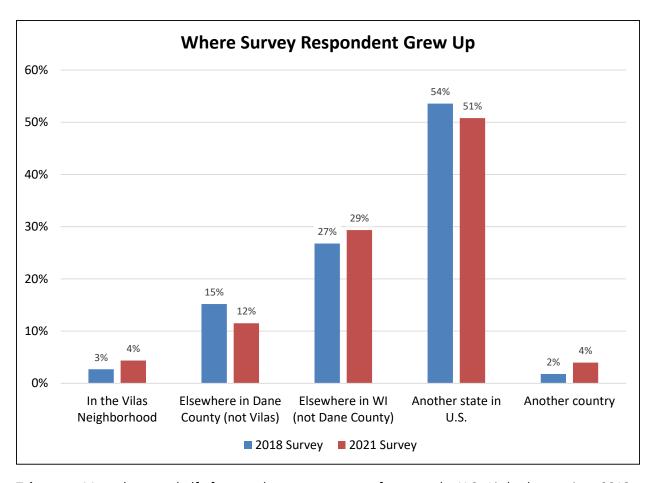
Key takeaways: "Southwest" Vilas comprised more than one-half of responses while only containing one-third of the housing units in the Vilas Neighborhood. "Northeast" Vilas has a much higher density of students and rental units (including buildings with restricted entry) that are more difficult to reach and also may respond less.



Takeaway: More responses from newer residents in 2021. See next question on age.

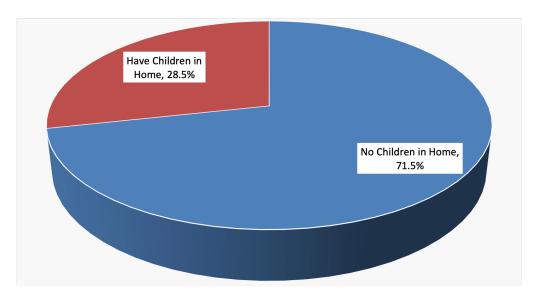


Takeaway: Distributing hard copies of survey to doors reached more younger and older respondents.



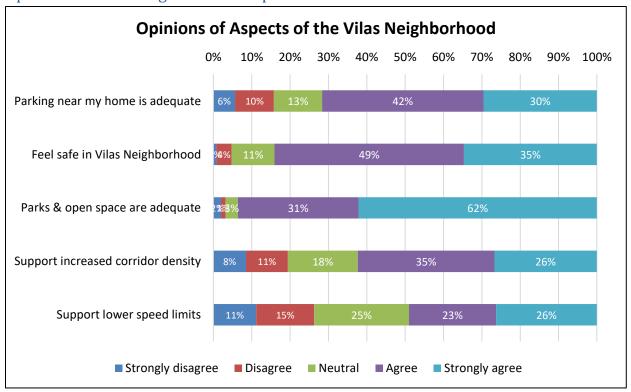
Takeaway: More than one-half of respondents grew up out of state or the U.S. Little change since 2018.

Presence of Children in Home

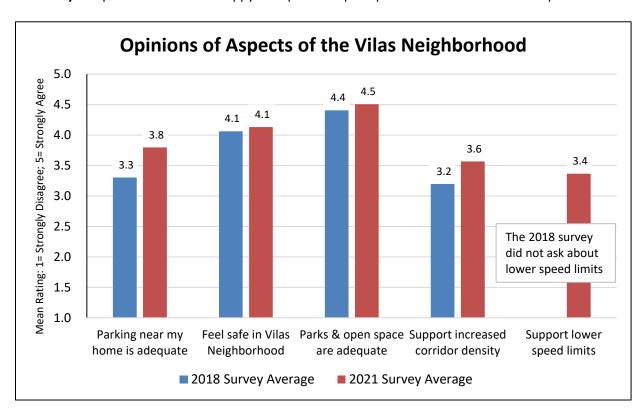


Takeaway: Share with children was less than 2018 survey likely due to younger & older respondents.

Opinions of Vilas Neighborhood Aspects

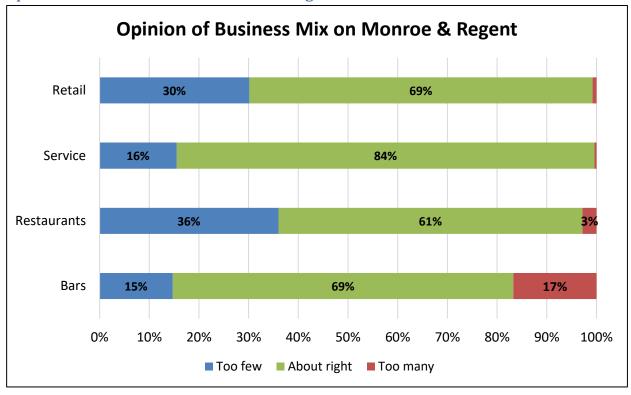


Takeaway: Respondents are most happy with parks & open space. More mixed on lower speed limits.

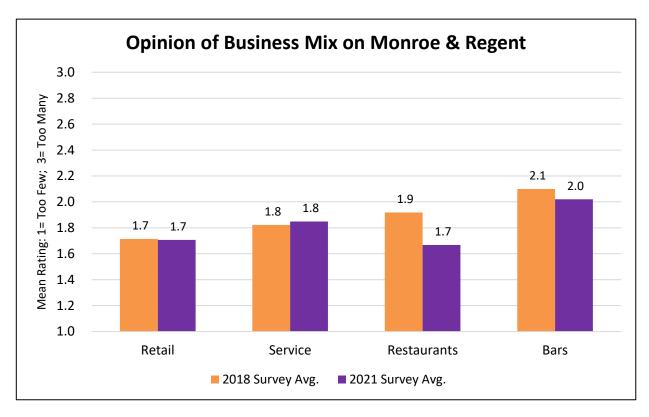


Takeaway: 2021 respondents are slightly happier with parking and more supportive of corridor density.

Opinion of Business Mix on Monroe & Regent

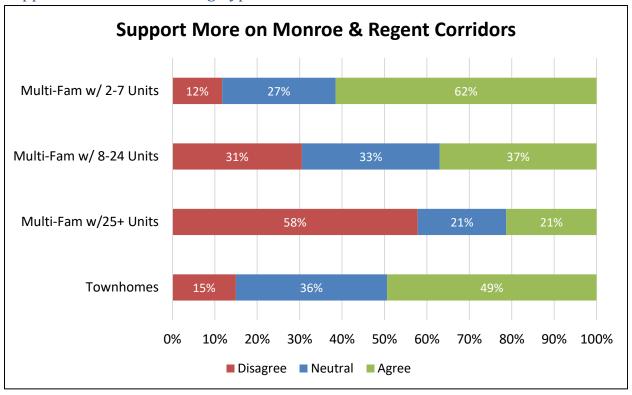


Takeaway: Most respondents think business mix is about right. Leans more retail, service, restaurants.

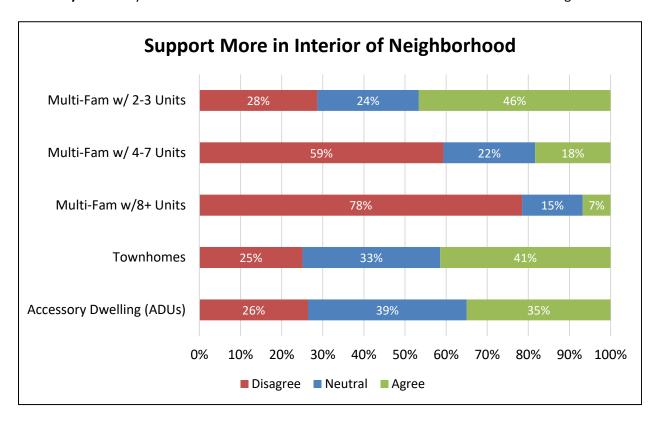


Takeaway: Little change in opinion of business mix for most, with some more desire for restaurants.

Support for More of Building Types in Vilas

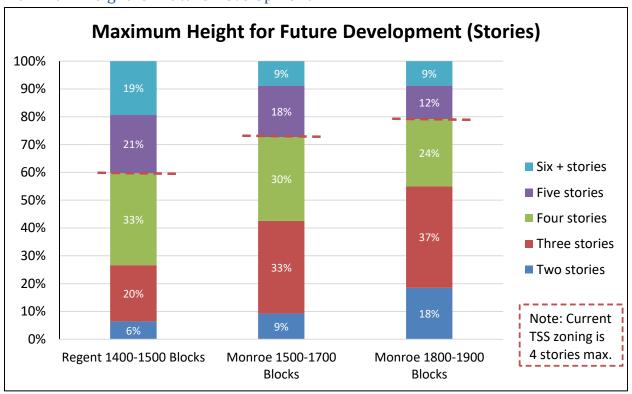


Takeaway: Generally favorable to small & medium-sized multi-families and townhomes along corridors.

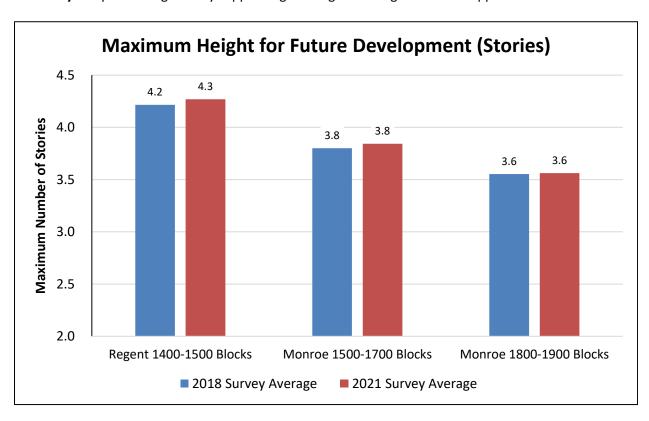


Takeaway: Generally favorable to small (2-3 units) in interior. Slightly favorable on townhomes & ADUs.

Maximum Height for Future Development

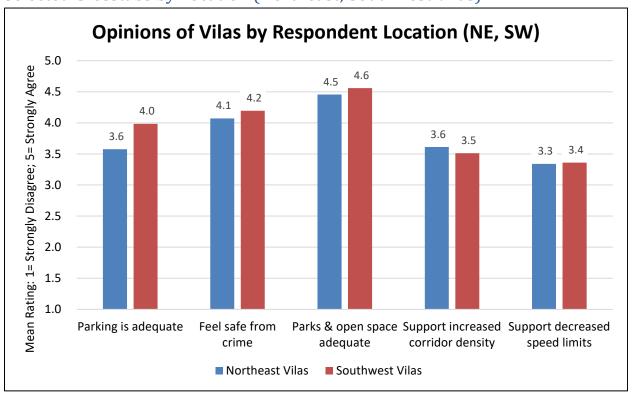


Takeaway: Respondents generally support higher heights on Regent than on upper Monroe blocks.

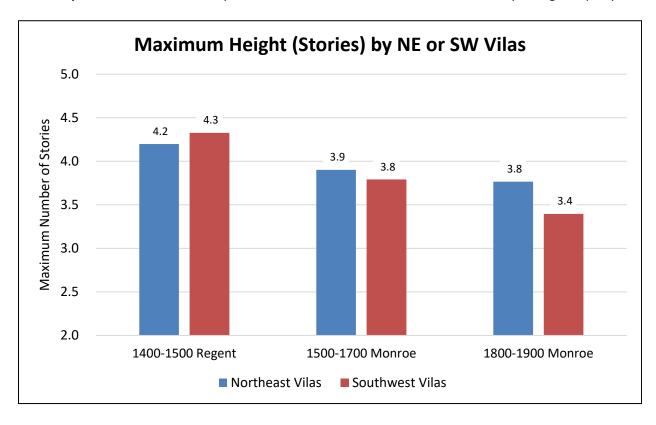


Takeaway: Minimal change in opinion of maximum building height since the 2018 survey.

Selected Crosstabs by Location (Northeast; Southwest Vilas)

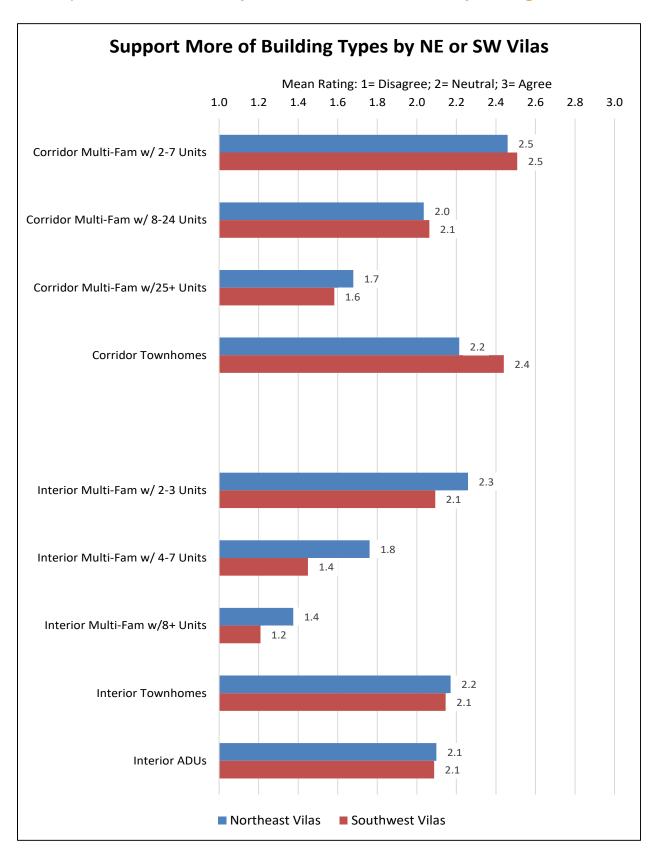


Takeaway: Minimal difference of opinions of Vilas between SW and NE, aside from parking adequacy.



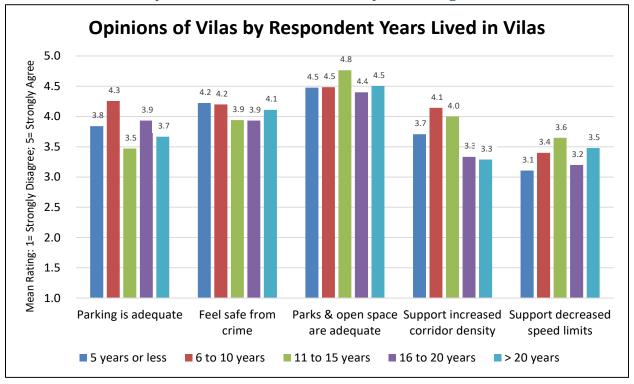
Takeaway: SW wants a little more height NE, and NE wants a little more height SW... 😉



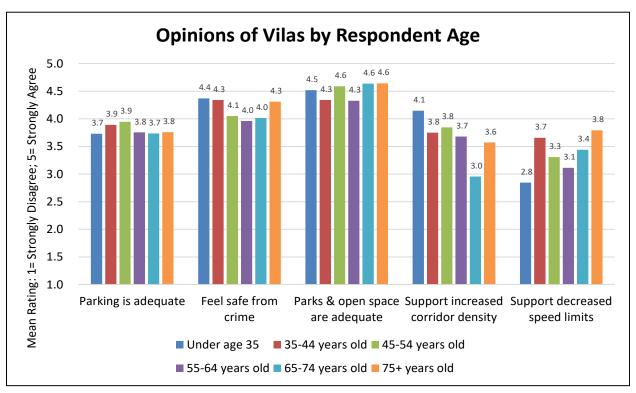


Takeaways: SW respondents are slightly more supportive than NE for most building types, but are less supportive of most interior building types.

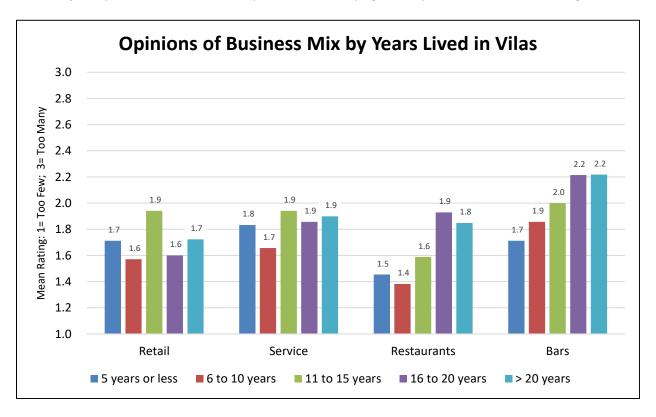
Selected Crosstabs by Years Lived in Vilas and Respondent Age



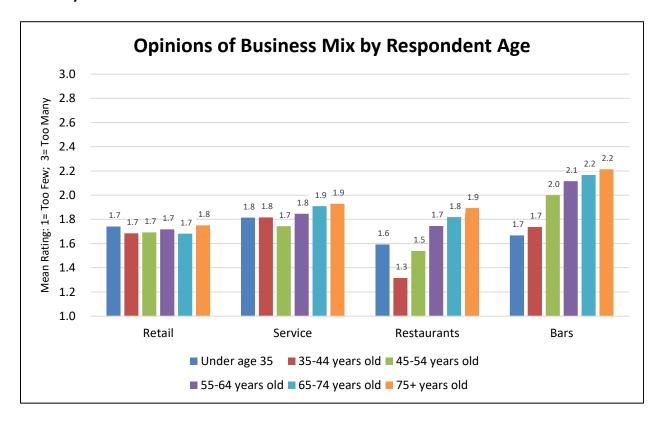
Takeaway: Only modest differences in opinions of Vilas by years lived in Vilas across most categories.



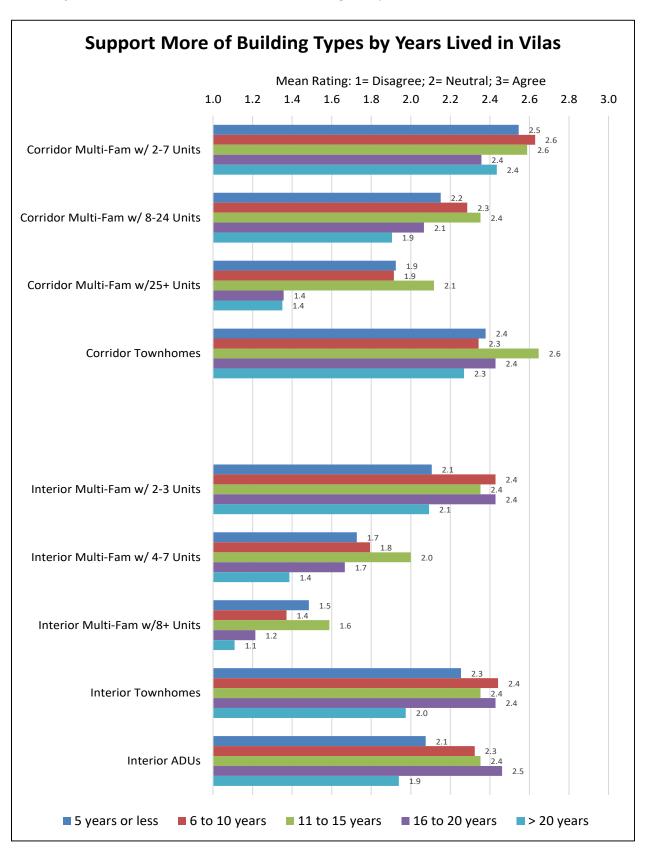
Takeaway: Only modest differences in opinions of Vilas by age of respondent across most categories.



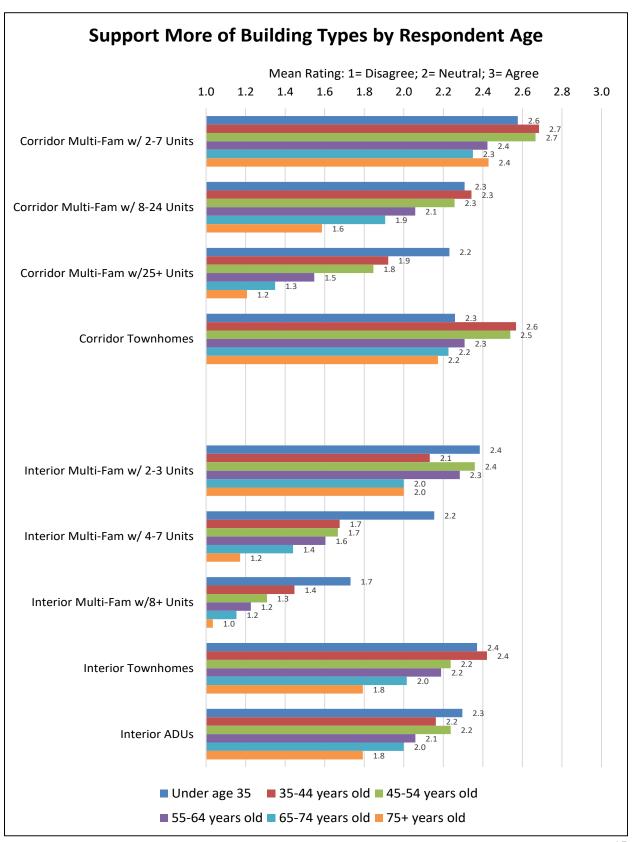
Takeaway: Little difference in retail & service mix. Newer residents lean "too few" restaurants & bars.



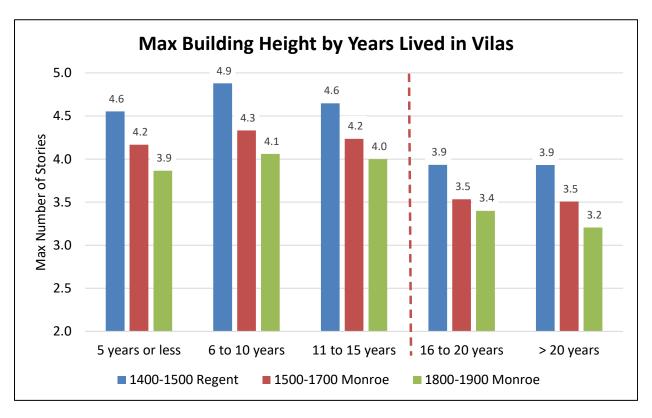
Takeaway: Little difference in retail & service mix. Younger respondents lean "too few" rests & bars.



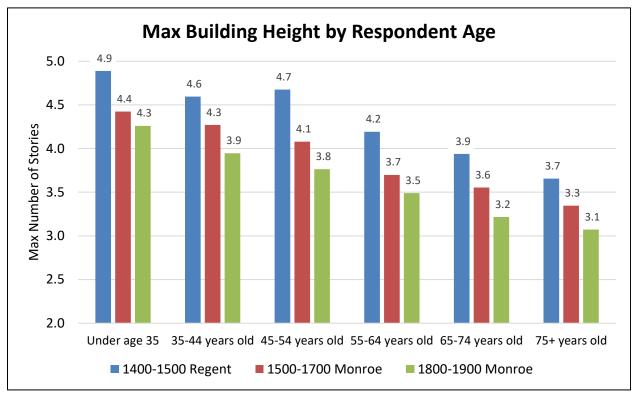
Takeaways: Longer-term residents (> 20 years) are generally less favorable about adding most building types. There is slightly less support for more interior building types by newer residents of 5 years or less.



Takeaways: Older respondents are generally less favorable to adding most building types. This is correlated with responses by years lived in Vilas presented on previous page.

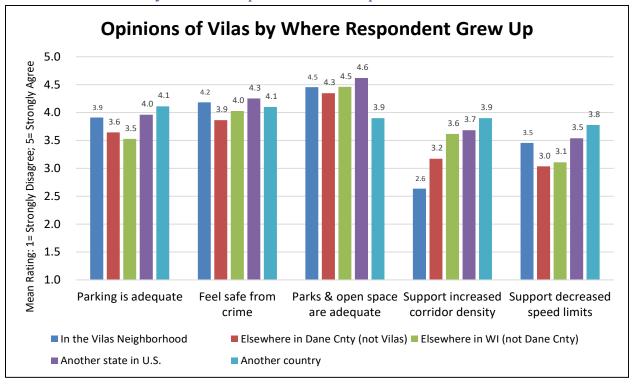


Takeaway: There is a difference of about 0.5-0.75 stories (lower) above 15 years in Vilas for all blocks.

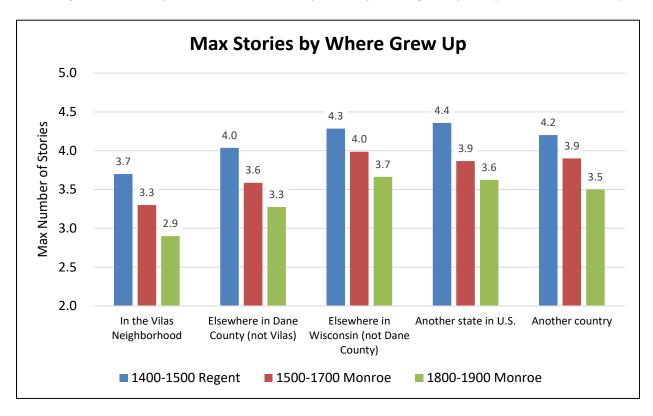


Takeaway: There is fairly linear negative correlation between building height and age of respondent.

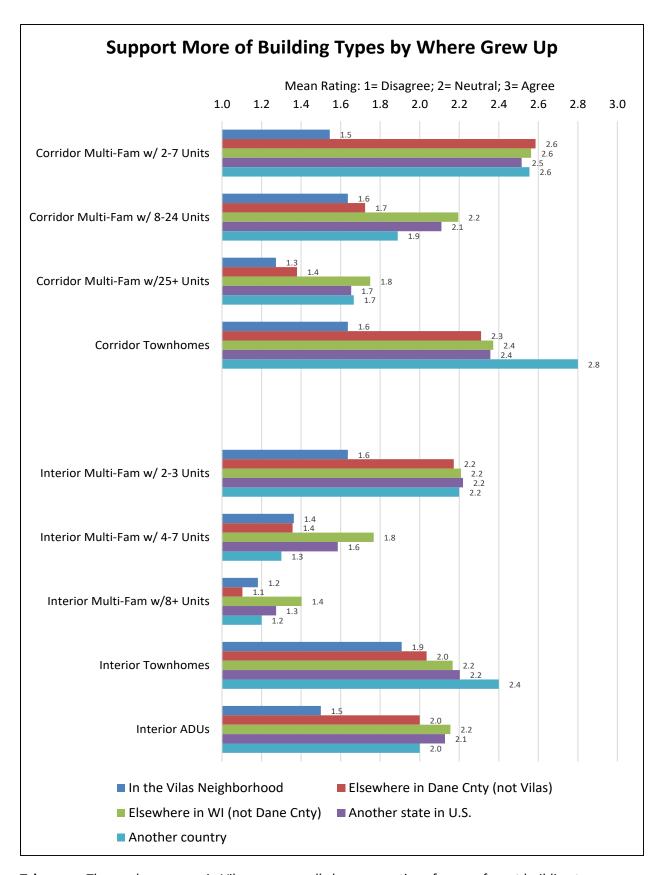
Selected Crosstabs by Where Respondent Grew Up



Takeaway: There are only modest differences in opinions by where grew up except for corridor density.

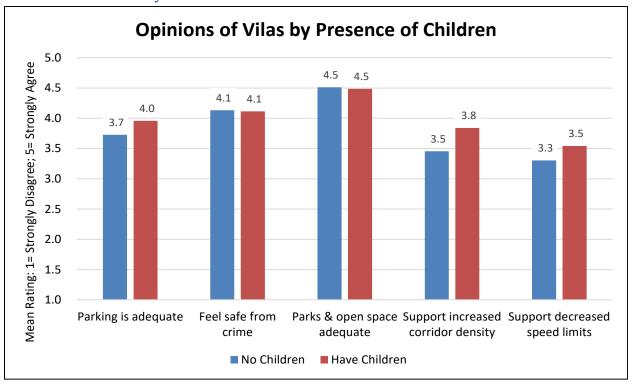


Takeaway: Those who grew up in Vilas & Dane County generally support lower building heights.

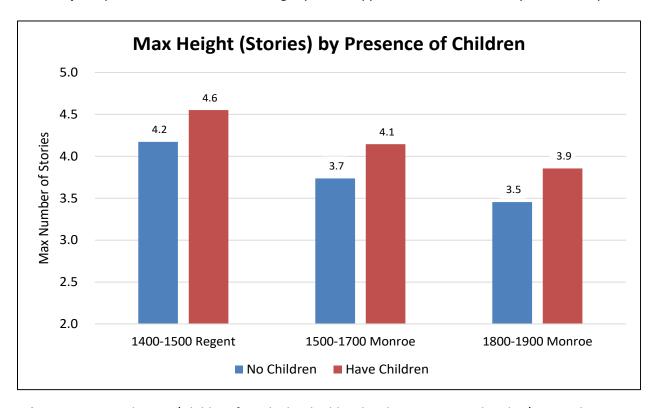


Takeaway: Those who grew up in Vilas are generally less supportive of more of most building types.

Selected Crosstabs by Presence of Children in Home



Takeaway: Respondents with children are slightly more supportive of corridor density and lower speeds.



Takeaway: Respondents w/ children favor higher building heights. Note: Correlated w/ respondent age.

Comments

1. No ADU's in the neighborhood. We have enough influx of ever rotating students, visitors to the zoo, and game day traffic. Houses are very close, and all of a sudden if a neighbor converts a garage - the immediate neighbors lose a sense of privacy. 2. Perimeter apartments along Regent st and Monroe st only If

- 1 neighboring homes are not impacted.
- 2 Ability to densify the neighborhood with townhomes will allow neighbors to stay in place
- All buildings need "green" space. High density = low tax bill for individuals and greater revenue for the City. (no jaywalking Monroe St.; speed limit electric
- 3 skatebords; scooters on sidewalks).
- Appropriateness of buildings is as much a function of design as number of units. There could be TERRIBLE small buildings and very attractive larger buildings, 4 or vice versa.
- As the city grows, equity and diversity struggles will require densification and affordable housing especially in urban, accessible neighborhoods like Vilas.
- 5 Balanced with reasonable requirements to reduce noise, traffic, crime and optimize green space usage, public transit, major events.
- Biggest issue is the Parking issue. Living on a street that has the "2 hour parking" mandated is absurd. I understand that this is the city's policy, and that it
- 6 won't change, but that is my biggest issue.
- 7 Cars going 45 mph on 1700 Jefferson. Dogs on leashes.
- 8 Condos or homes, not rentals Family not students. Mor affordable or smaller homes (more)
- 9 Definitely encourage single-family owner-occupied housing (with a little green space & quiet).
- Density is an important issue in our neighborhood because it leads to heavier traffic, additional parking, etc. I'd like to preserve single-family homes and 10 green space.
- Do not create buildings taller than those which currently define the neighborhood--2 stories max. on future storefronts. Retain predominantly single family
- 11 homes which create a community, unlike the anonymity of multi person buildings.
- 12 Do not pave Vilas Park green space for parking. Soccer nets: Bring them back!
- 13 Dog walkers with long leashes need to keep dog off the lawn. Create Tax incentive to convert mutli family to single family
- Due to the continuing effects of the pandemic, it is unwise to build new, expensive housing since many have lost jobs and homes/apts. There should be more affordable housing.
- 15 Grant Street needs traffic calming (speed bumps, stop signs, etc.). Drivers speed and ignore pedestrians.
 - Hard to have a survey that gets to details, e.g., for me a well designed 4 story building could be okay but a Russian-designed 50s 2 story would not be. So,
- 16 building height seems to be an artificial qualifier in terms of making an evalauation.
- 17 Height of buildings I prefer to consider quality of design and relation to surroundings.
- 18 High rate of speed throughout neighborhood. Rate of crimes/thefts has increased. High rise apartments changing character of neighborhood.
- 19 Hotel Red should stay hotel
- 20 How to tie into Bus Rapid Transit Routes. Clearer signage at intersections (e.g., Grant, Monroe, West Lawn).
- I am concerned about the Vilas Park plan and having the new driveway opening at Campbell large enough. Once the drive through the park and along the
- 21 lake closes, traffic will triple or more increase even more.
 22 I am not concerned with the number of units in a building as long as it is under 4 stories tall.
 - I do not support increasing the density of living in Madison. As much as you may come up for reasons for this, it is ultimately driven by developers seeking
- 23 big money!
 - I feel we have two choices: add infill housing at a reasonably high density which supports local businesses and decreases the need for huge highway
- 24 networks, or build suburbs and watch as the economy drains out of Madison to the outskirts.
- I find it disappointing the opposition in recent years from neighbors in supporting restaurants and bars. I specifically think of the BBQ restaurant on Monroe.
- $25\,\text{l}$ think the neighbors are becoming a barrier for businesses locating here
 - I find these hard to answer because it would always depend what the development is replacing and the quality of construction. I don't want to destroy beautiful old homes or beloved businesses such as Mickey's. But in general I am for infill over sprawl, and I want more affordable housing. A nicely built apartment building doesn't scare me (as opposed to something that looks like it was built in 10 minutes). I grew up in a Chicago four-flat and the neighborhood was full of beautiful courtyard apartment buildings. They were neither eyesores nor a source of trouble. But there's not much on Regent that it works are along as no appropriate the provider of the provide
- 26 is worth "saving" as long as no one goes anywhere near the Italian Workingman's Club. That would really be a shame.
- 27 I fully support increased housing density. Lincoln St. has no parking restrictions and that is fine with me, too.
- 28 I have not seen a single ice cream truck in the neighborhood. Like, really, c'mon.
- I live on the alley between Monroe and Madison Streets. There has been an increase in traffic in the alley with large trucks as well as cars. I can no longer spend time outdoors in the back yard. I feel that any increase in apartments or large businesses woud negatively impact quality of life. It is difficult to find parking on Madison St. because of the businesses on Monroe.
- 30 I really hope that new development does not affect our canopy trees around Vilas area are vital for wild life, cooling of houses, shad, and sense of peace.

 I strongly support Edgewood's quest to fully utilize their athletic field, including lights. This has never been a quiet, peaceful area and I like this diversity. I
- 31 can say this having lived in this neighborhood since (the 1960s)
- 32 I wish there was more diversity in the neighborhood
- 33 I would be very suppoortive of more outdoor dining on Monroe St. I wish the playgrounds could be updated no shredded tires.
 - I would like to see an option for parking passes (perhaps excluding game days so they are not abused) so those of us without a car who need to occasionally
- 34 park near our home (e.g., rental car, visitor with car) can park on the street by our home for longer than 2 hours.
 - I would like to see some condos with larger units and less housing focused on students or Epic employees. As someone of retirement age, there are few options for "grownups" who don't want a multi-level home with ongoing maintenance needs. I would like to stay in this walkable neighborhood and am
- 35 not happy with the prospect of having to go to Middleton or Fitchburg when I can't manage my house any longer.
- I would like to see the existing plan for the Monroe Street commercial district respected which specifies buildings of 3-4 stories. I would also like to see some set back from the street for these buildings on the commercial corridors, as well as sufficient set backs from the alleys. The Empire Photo building on 36 Monroe is a good model for me.
- I would like to see the general character of our neighborhood preserved. Mixed use and apartment development along Monroe and Regent Streets is
- 37 inevitable, but should be compatible with the abutting homes and be suitable for small scale, independent retailers.
- I would like VNA to send out a reminder to the community that the sidewalk needs to be open in its entirety and above by 7 feet. My husband has hit his
- 38 head in the past. I walk the dogs and it is nice to have the whole sidewalk. Thank you

- 39|I would not support a "canyon" of buildings of the same height on both sides of Regent & Monroe with no setback.
- 40 I'd encorage more air B&Bs in the area as well.
- 41 If housing goes up we need to speed implementation of vilas park master plan to accommodate increased use
- 42 I'm concerned about noise and environmental impact on any further developments in the neighborhood.

I'm in favor of more single family housing for the interior portions of the neighborhood, and wish that had been something tested above, I'm concerned

- 43 about 'scale' of building in the commercial corridors and squeezing out of places like Mickey's and others once developers see there is money to be made.
- 44 Important to keep a library in the neighborhood. Should development occur on Monroe St. a library needs to be included.
- 45 Impossible to complete without knowing specific projects/standards. Preserve character and unique assets of neighborhood (more) In California they strongly discourage more concentration and building up. They reserve farm lands between communities in order to preserve the aesthetics and limit growth. Wisconsin should do the same. More building does not equal quality life. We need to preserve the quality of life we have, not 46 encourage more traffic, air pollution, population growth.
- In order to accommodate the growth of our city's population and demand for a vibrant urban lifestyle we need expansive development to be allowed 47 unfettered by neighborhood meddlers.
- 48 it's time for a traffic light at the corner of Monroe and Harrison
 - Like any survey, it is difficult to answer forced choice questions when the real answer is "it depends." For example, street parking is usually adequate, but not on days with heavy zoo activity (Saturday and Sunday afternoons in summer, for example). Density also depends on services, walk-ability, on-site or
- 49 street parking, rental or condo, etc. Height depends on daylight, architecture, adjacent uses, and many other factors. Thanks for asking. Living in Vilas vs. Dane County seems a bit of a broad leap - although I did not live in Vilas as a child, I grew up in Madison and attended school in Vilas and adjoining neighborhoods. I also spent a great deal off time in Vilas with multiple friends/classmates living here. Please note, the first time I hit submit I received an error note so I repeated my submittal. If you have two responses with the same "added note" please disregard one of the surveys. Apologies &
- 51 Looking forward to diversity in th future. Thanks for interviewing everyone.

Madison needs more *affordable* housing, and as a fairly centrally located neighborhood, we should support more dense infill housing in Vilas to decrease greenfield developments on the city's edges that do more to harm the region's ecological health. Supporting city-wide rent controls and increased regulation of landlords among other things will help alleviate Madison's affordable housing crisis. Another change I feel we need to work toward is increased availability of public transit in the neighborhood, by more frequent buses along Monroe and Regent, and a new line in the neighborhood's 52 interior.

Madison St. is overburdened with business customer & employee parking, leaving it difficult for residents & visilators to park. New (buildings) should be

- 53 required to provide parking on-site to meet their needs.
- 54 Make sure any taller buildings are tapered to be less massive on the neighborhood side
- 55 More affordable housing in this neighborhood would beneficially diversify the types of homeowners/renters and make Vilas more includsive
- 56 More affordable housing near synogogue would be good for organization
- 57 My biggest concerns are the potential for locating parking for Vilas Park at the bottom of Lincoln and the closing of VPD to cars, both of which I oppose.
- 58 Need more parking options that are not restricted to 2hr, or lift some of the 2hr restrictions. Hard for guests to park.
- 59 Need more shade trees along streets.
 - Neighborhood parking pass is too expensive. Parking for guests staying a day or longer is a problem. I don't have alley space, so street space is the only option. We need a system of cheap (\$1 - \$2) temporary stickers that authorize parking for a day or two at a time. And we need a good BBQ restaurant,
- 60 allowed to cook on sight. What we did to the one that tried to move in was shameful.
- 61 Never saw if we got taken off neighborhood assn dues & have repeated been taken off list serve find communication difficult.
- 62 New construction w/o adequate parking is not wise city planning. Also, there are too many 2 hr parking areas and not enough spaces for the zoo/park (more)
- 63 No high rises like Gorham St to University Ave !!!
- 64 No new stadium!
- 65 One of our biggest concerns is the redevelopment of Vilas Park and possibly moving shelter close to Vilas Ave we oppose.
- 66 Our neighborhood is dense enough, and becoming less affordable with high taxes.
- Parking issues specific to this area are related to people visiting the Zoo. It occurs M-F with exceptionally heavy traffic / parking on weekends. We are just one data point but on one day last weekend 5 cars parked in front of our home had out of state license plates. Re: reducing speed limit in Vilas 67 neighborhood by 5mph would do nothing to discourage /change people driving too fast.
- 68 Please do not move the Vilas Park shelter to the Edgewood entrance or enlarge that parking lot. Also, no lights on the tennis courts, please. Policies of the Bear Mound Park (on Vilas) need to be discussed with the community. This is an urban park, not some "wilderness" area where well intentioned neighbors can experiment to restore native plants. Each year the surface area devoted to native plants increases, and the surface area available for recreation decreases. There are now four signs forbidding people from hanging hammocks from the trees (I have lived on the mound for decades and
- 69 have seen only a few hammocks). How about making the park more welcoming instead of trying to keep people out?
- 70 Property taxes are way too high. Higher density does not lower property taxes .
- 71 Q11 note: "Lots of empty space now it seems"

Question 7: I generally feel safe in the neighborhood, but am concerned about what seems to be frequent crime of opportunity - rifling through cars, that sort of thing. Seems more regular patrol of an officer could deter this sort of activity. Question 6: Parking is typically adequate. Sometimes in summer we have overflow Zoo parking, but it is manageable. And, everyone knows the deal with game days - we just plan around them accordingly. It's a minor inconvenience for the major benefit of living in a lively neighborhood that overall benefits from events at Camp Randall. Questions 12 - 13: Regarding building size in various parts of the neighborhood. Really, what I'd like to see is thoughtful and tasteful development, wherever it falls. Some of the older rented homes could be renovated, while others are probably too far gone. Are there incentives to help prospective buyers renovate the best of these, and perhaps plan redevelopment of the worst (over time). Seems that there is a lot of new student housing - could family housing replace some of the the most run-down rentals? As a home owner, I have to state my concern over the ever-increasing property taxes in our neighborhood. It seems that our owned homes get the bulk of these increases at reassessments, while the rentals seem to slip under the radar with lower assessments as people seem to just hold these properties. Is there any way to level the field here?

- 73 Restaurants lacking variety only "quick" options
- 74 Retain current neighbhood "feel". Maintain reduced density of houses/cars. Reduce buildings intended for student rental retain families.
- 75 Thank you for conducing survey. I would appreciate a phone deiscussion about ADUs Don't like 1824 Vilas (much more)

Thank you. It would be nice if we could have a dog park(even if small) that we could easily walk to. It's not only nice for the dogs, but it's a great way to meet 76 our neighbors.

- 77 Thanks for your efforts
- 78 Thanks for your work!

The crazy legs plaza park needs better maintenance- weeding, etc. Its a popular place and is quite shabby looking. Keep the character of Monroe st- with existing 'downtown' asthetic (different facades) vs. Homogenous multiuse structures. Encourage business owners to remember they are in a partially residential conmunity- Pizza extreme had been notorious for nusiannce noise (cutting down trees at 7am on Easter, running an inflatable stick man all day,

79 etc.)

The height of buildings is one factor - should have underground parking, storefronts, and taller buildings should have stepped shape. Multi-family dwellings are critical to diversitying the neighborhood. Encourage condos.

The main reason I took the time to fill out this survey is to express that I feel strongly that parking on the residential streets near Vilas Zoo is a problem. I recognize that I am very fortunate to live near the zoo, but lack of parking for those visiting Vilas Park/Zoo is negatively impacting the residents of our neighborhood and this issue was not addressed in a satisfactory way in the Vilas Park Master Plan. More parking for the zoo is necessary.

The new-ish multi-unit building on the 1900 block of Monroe (where Monroe St Shoe Repair is located) seems to be about the right size. However, I would be lost if the stores currently on the 1800 block of Monroe were displaced for construction. All of my favorite places are on that block (Pizza Brutta, Bloom, Mystery to Me, Neuhausers, Barriques, Hair). My life would be seriously disrupted and my experience of the neighborhood would be lower quality if these

- 82 places weren't available to me. That block is the core of the neighborhood's appeal to me.
- The proposed changes to the neighborhood are awful and destructive to the character and value of the neighborhood. Also, they are completely
- 83 unnecessary and destroy the home values of residents who have worked decades to make the neighborhood family friendly
- 84 This is an unusually lovely neighborhood hopefully it will be maintained by the City. Large growth around edges wil change the quality of the neighborhood.
- 85 This neighborhood feels so safe because the majority of homes are single-family. This ensures investments in security, safety, and beauty.

This neighborhood is already very densely populated. Green space is becoming increasingly scarce. And ADUs and AirBnBs are a problem. The ones at Vilas and Harrison usually have 5 cars though there are only 3 parking spaces on the land parcel. I almost never can park in front of my house. Even if proposed housing provides parking for people living within the structures, there is none for guests. The same is true of businesses in the area. Vilas park is very pleasant, but after spending considerable time there during the pandemic, I believe it is not as large as it appears. The lake at the end gives the impression it is much bigger than it is. Adding more people to the neighborhood, will absolutely stress this resource. The city seems determined that all affordable and other housing be within the city's confines. Why?? expansion within the whole county seems very reasonable.

- To the extent possible, a mix of commercial and residential properties should be maintained in the Regent and Monroe corridors. Doing so gives a good feel to the neighborhood.
- 88 Too many Edgewood students parking on Jefferson since they stopped ticketing. Many speed on Edgewood and don't stop at Jefferson stop sign.

 Vilas residents should be allowed to purchase visitor parking passes to afford our guests and hired help the ability to park without tickets. Please keep dogs on leashes.
- 90 walking path thru Vilas park along the road desired.
- 91 We are happy with our current community size; we don't want a "New York City" in our quiet, quaint, liveable neighborhood.

We love living here. Though I sometimes do fear a big change in the character of the neighborhood, I think the city and area need more housing units, especially along the main corridors. We also strongly support more outdoor seating for businesses on Monroe Street. Bars and restaurants should be allowed to build permanent outdoor seating areas. Noise is of some concern to us but the pros outweigh the cons, especially if the use of the space is

- 92 limited to pre-10pm or 11pm, or something.
- 93 we need a better library and a hardware store to be semi-autonomous
- 94 we need a store that sells hardware supplies.

While we feel safe here, we are disturbed by the car break-ins and thefts. Vigilance is key. Many don't like the idea of additional lighting, but in other cities, we have lived this has been successful. The height of buildings on Monroe Street is a challenging issue. We do not want to see a tunnel feeling as is now seen on parts of State Street and University Avenue.

- 96 Winter time parking is much more difficult as the alleys fill up with cars that aren't normally there. I often can barely get out of the garage.
 - Would love to see improved connections to bike paths and public transit in lieu of parking lots in the park/zoo. More dense housing along commercial corridor makes sense and will support more public transit and commercial businesses. Would love to see a neighborhood hardware store, garden center
- 97 move in. Bring back soccer goals in Vilas Park!

Would support the preparation of Architectural Design District for Regent and Monroe Street. This would allow to have some consistency in 98 blending/requiring style along the corridor.