

## Existing Conditions

The information compiled to analyze the Hiestand study area was retrieved by various sources. It is important to note that the majority of the data has been collected using the study area boundaries (See Map 1). Note that the information collected does not include the Town of Blooming Grove unless specifically stated.

### General Description

The neighborhood's population is 3,258 persons (2000 Census). The predominately residential area was developed in the 1970s. One-fourth of the neighborhood housing stock units are single-family and three-fourths are multi-family. Four major multi-family complexes are part of the multi-family housing stock: Meadow Park Townhouses, Park Glen Commons Senior Apartments, Stonewood Village, and The Meadows Apartments. Three residential care/nursing facilities are located in the neighborhood, Karmenta Center (4502 Milwaukee Street), Chamomile Assisted Living (22 Milo Lane), and Swanton Assisted Living (4702 Swanton Road).

Commercial businesses pockets are located along Milwaukee Street. A major employer, American Family Insurance, has an office building in the northwest corner of the neighborhood. Approximately 600 employees are part of their workforce (2005). The neighborhood is also close to a Post Office, a large grocery store and a wide variety of retail and service businesses.

State Highway 30 (Commercial Avenue) on the north, Interstate I90 on the east, Milwaukee

Street on the south, and Highway 51 (Stoughton Road) on the west surround the neighborhood. The neighborhood's proximity to major transportation corridors gives it easy access to the downtown area, Dane County Airport, and I90 Interstate Highway.

Although Hiestand Neighborhood has distinct borders distinguished by major thoroughfares, it does not have identifiable gateways, which clearly identify entry into the neighborhood. There are, however, intersections, which could serve as gateways if they were improved with features, such as neighborhood signs or other image-type features. Milwaukee Street at Highway 51, North Thompson Drive at Swanton Road, and Milwaukee Street at I90. In addition, the traffic circle on North Thompson can be planted with attractive landscaping to

enhance the entry into the northern part of the neighborhood.

The neighborhood was not platted in the traditional grid street pattern. No direct east-west street connects the neighborhood. North Thompson Drive, located on the far eastern edge of the neighborhood, is the only street that aligns with the street system to the north or south. The remaining street pattern is comprised of relatively short streets with cul-de-sacs. In fact, a total of eleven cul-du-sacs are part of the street system making it difficult to move with ease through the neighborhood. In addition, the Town of Blooming Grove has two streets, Alvarez and Bruns Avenues, that are one-block long streets that dead end into the embankment of Highway 51 (Stoughton Road).



*Motorist confusion of whether Milwaukee Street is a two or four-lane roadway that is compounded with increasing speed and volume of traffic is a major concern for area residents.*

The centerpiece of the neighborhood is Hiestand Park. The park supports a variety of uses including soccer, baseball/softball, basketball, tennis, disc golf, and a playground. Other parks and green spaces in the area include Honeysuckle Park between North Thompson Drive and Violet Circle and a green space used for drainage and runoff between Stein Avenue, Easley Lane, and Swanton Road.