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Public Comments

University Avenue Corridor Open House
InnTowner Hotel, 2424 University Avenue
February 13, 2011

Fifty-two people attended the Open House. Out of the 52 participants, twenty-five (25) submitted written comment.

Station 1: Vision Statement

- Yes! I agree – walkable is most important to me. I want mission statement to really be explicit in its emphasis on green corridor. We should set example for City how to integrate business (economics), stormwater design, energy efficiency in buildings and walkable, vibrant neighborhood.
- Very good.
- I like the idea of more businesses in the area with an emphasis on walking/biking/public transportation. I worry about multi-story residential buildings with respect to traffic and parking, especially at the beginning and end of the workday. I think the bike boulevard that's new on Kendall should be plenty, and doesn't need to be repeated on University Avenue (as long as it extends on Kendall anyway).
- Appropriate urban density = sustainable land use. Would like to see the vision statement revised to reflect that the University Avenue corridor is a prime area of the City that could support an increase in density with high quality infill projects.
- I've lived at 1910 Birge Terrace over 20 years. I really do not like the proposed new neighborhood. I do like a lot of the other things. I walk everywhere. Bus service is also excellent. Apartments built in the 1920s have beautiful wood floors. Lack other things.
- I suggest meter parking on University Avenue instead of post (2 hour) sign. If it's post sign, only hospital employees, students will park all day because we have same situation on Highland Avenue and Kendall Avenue.
- How could all this work on this area be so blind and narrow as to NOT acknowledge Willow Drive, the lake, Picnic Point, Willows Bead, Indian Mounds, UW and practice fields, the trees and green area of the cemetery and Hoyt Park? Most of these places are more than wonderful and if you are able, can be enjoyed. I used to know Hoyt Park Quarries like the back of my hand but now cannot figure out how/where to climb up from the sidewalk to get into that place. The UW free bus used to stop at Highland and Old University and was wonderful and I would hop on it with interesting students going to class and I

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could as well and get to the Union Terrace, State Street and all of it. Wish that route was back, the loop and stop, at University at Highland and on Walnut Street. (This presentation is as if the University land does not exist.)

- To keep the small friendly neighborhood feel, especially around the 2500 Block very important. Buildings over 3-4 stories destroy the aesthetic of the neighborhood and cut out the sky for those south of the corridor.
- Great work, great creativity. Glad I live here!
- Generally agree. Would like to see the area as a vibrant, vital, attractive, pedestrian and bicycle friendly mixed-use neighborhood hub.
- I don't consider 1848 an architectural gem! During street reconstruction, consider burying electricity and get rid of poles (but probably too costly).
- I like the idea of a "connection destination" connecting neighborhoods, hospitals and the UW. In a "homey" friendly atmosphere.
- This is a great project and the neighborhood will thrive if fully implemented.
- Vision is fine. The details and the dedication to implementation in concert with neighborhood needs will of course determine whether this southern half of the Regent Neighborhood becomes more livable and sustainable rather than less so.
- I have no small suggestions or tweaks. For me (2501 Kendall) the size and height of this building totally alters the neighborhood, putting Kendall and Chamberlain residents at the foot of an urban scene and a wall. Where there has, all these years, been small shops and, above them, blue sky. The night sky had stars, not glaring lights and windows six stories above us. Simply put, this building is too big and too tall not to dominate and change its whole neighborhood – our neighborhood (at least it was). Anything that can help reduce its size (or its apparent size) would be welcome.
- Bus shelters – awesome.

Station 2: Land Use and Zoning

- I would like to see TOD/CMU area include more business. In general I love density. I think we have density along Old University without losing aesthetics and green amenities. Always provide mixed-use retail on first floor. I don't feel strongly about buildings higher than 3 stories, but there should be larger setback and mixed-use.
- Very good.
- I like the mix of businesses and residential buildings in the neighborhood. For medium or high density residential buildings, transportation would need to be addressed. Public transportation would help but it wouldn't be feasible to introduce that many new cars to the neighborhood.
- In line with comments above, I do not favor a reduction in the existing densities for commercial and residential development. The corridor should remain a mix of HDR and CMU. With regard to building heights, the whole area on the north

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side of the street should be 4-6 stories, with 3-4 stories permitted on the south side of the street.

- Birge-Chamberlain-Paunack – I favor approach 1, but encourage landscaping upgrades. New road is a very bold idea! Parking is very tight. Football games are bad – will be worse with drive-thru traffic so close to stadium.
- Eastern end (1800-2200) small commercial would be great (coffee shop, restaurant).
- Need retail for neighborhood and hospitals/west campus in area of Highland/University. Paunack/Chamberlain/Birge area should have taller buildings.
- As a business owner, we want the construction finished on University Avenue first before the construction of Highland Avenue.
- No greater than 3-stories. How can you place the 6-story building on the 2500 Block?!! Very unhappy about the 6-story building being pushed through. Two years ago in a larger meeting our decision as no more than 4-stories. Unconscionable that this could be pushed through. Very sad and disappointed that our voices weren't listened to.
- More street names on map would help; Birge-Chamberlain-Paunack-Forest are not labeled. CMV and NMV are not defined anywhere. I would agree with BCP residential being built taller – infill reduce traffic in the corridor.
- I support more density along Campus Drive (whole length) and small building height along University Avenue.
- Leave the Birge-Paunack neighborhood as is, no new street.
- I support encouraging higher density via apartments and condos on lots/parcels adjacent to University Avenue.
- Preserve, but encourage upgraded landscaping in the Birge Terrace-Paunack area. Nice area to live. Don't wreck it.

Station 3: Design Guidelines and Sustainability

- I can't stress enough the importance of stormwater design – bioswales and street trees and planters that can infiltrate water, like Seattle examples in urban _____. I support the listed design guidelines. Want to see some LEED buildings, not just buildings that say they used LEED guidelines. That's not the same. Push the limits of sustainability and energy efficiency, site use and stormwater design, especially with energy center going in down the street.
- Very good.
- Setbacks, pedestrian entries, vegetation, rhythm seen helpful.
- Great concepts. But make sure guidelines don't stifle creative architecture.
- Small parks at both ends of corridor would be nice. Many people have dogs even in apartments – make at least one park OK for dogs. I'd avoid adding Ash trees due to the emerald ash borer.

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- I walk. Except for the hotel and gas station and the coffee shop on Allen Street, there is not a bathroom available from in the Engineering Campus to beyond Farley Avenue. I'm not advocating Porta Johns.
- I think the building façade is the biggest contributor to neighborhood acceptance. No slab faces and human scale design helps the most.
- Maximize stormwater infiltration – Willow Creek and Lake Mendota are right there!
- Greenspaces incorporated into design, public outdoor spaces with public art, benches, bike racks. Walkable – bikeable destination!
- The entire City building code needs to be improved to require that all new and substantially upgraded buildings install solar hot water and photovoltaic systems to reduce the use of coal and natural gas-generated electricity. Like just about everyone else in our neighborhood, I want all new construction to show varied design elements that are reflected in some of the newer buildings in downtown Madison. No monotony!

Station 4: Safe, Pedestrian and Bicycle-Friendly Streets

- I think it would be a mistake to reduce to one lane for cars on each side of University Avenue. We don't need a bike lane on University; it wouldn't work because the buses would cut across the lane. Also we have Kendall Avenue and the bike path on the other side of Campus Drive. As it is, traffic often gets backed up (east bound) on University. It would be a disaster if we cut down to one lane each way. Cars would end up on Kendall and Chamberlain.
- More bike racks and multi-use space. Bury power lines, more big trees.
- Need to work on Highland to get bike lane path from Campus bike path behind railroad and make pedestrian walk from University to hospital better. May be traffic to hospital needs redirecting.
- Generally, I agree with all the recommendations for Highland Avenue corridor, especially walkway from University to UW Hospitals. Definitely need to improve storm drainage.
- On-street parking should be returned and sidewalks should be widened. Traffic on the street needs to be slowed significantly. Follow the "Complete Streets" model.
- I have lived in the neighborhood at 1910 Birge Terrace over 20 years. Traffic has increased considerably on Old University. Keep it two lanes, but add islands to slow traffic (not speed bumps). Remember August move in-move out.
- I'm very concerned about reducing eastbound traffic to one lane during afternoon rush hour. Hospital – leaving is already backed up in two lanes!
- Definitely need bike lanes and TWLTL on Old University. Kendall should have more traffic calming to make it a real bike boulevard. Chicaries, one-way for cars, etc.

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- I totally agree with moving the bus stop to 2417 University Avenue to maximize on-street parking for businesses.
- OK – a great thing entirely left out of what I have seen so far is just north of Campus Drive, the bike path, the place where I walk to and from campus, to connect to the campus bus, etc. This is and can be an improved green pedestrian, toddler to wheelchair corridor. The planning is as if it does not exist. Granted, a narrow path behind the heating plant is not an avenue for strolling like in France but the horses in the vet barns and the lambs are a delight and no cars speeding by.
- With the addition of more rental properties, specially the 6-story Mullins building, it makes it increasingly difficult for this to be a safe area. It is very difficult now to cross Highland and especially to walk near the Highland/University intersection. I feel like I am taking my life in my hands now – hate to think about what will happen.
- I'm very concerned about traffic and parking issues that remain. Would like to see metered parking. Would like apartments, especially, and condos to provide underground parking.
- A shared bike-bus lane on University will not attract bikes during rush hour, it's just too uncomfortable. If we could continue bike access on Kendall through Lathrop to Breese Terrace it could be used to access Engineering, Union South, Institutes of Discovery, etc. and bikes could stay off University Avenue.
- I like one traffic lane with bike paths and left turn lanes.
- The difficulty in making this corridor a pedestrian and bicycle-friendly neighborhood is that hundreds of folks who work at the VA, UW Hospital and UW must drive down Old University in order to get off University/Campus Drive in order to go to work. Find a way for workers to get directly off Campus Drive and go north to work, and you have made this corridor a more bike and pedestrian friendly place! I bike to work at UW from the south via the southwest bike path. It is currently dangerous and difficult to get to campus from the southwest bike path, especially during rush hour. Fixing this problem would encourage a lot of folks to bike more often.
- I fully agree with all proposals! Especially new, lower street lighting.
- Think about an on-demand pedestrian light for midblock of 1800-1900 University Avenue.
- As a pedestrian, I don't have much trouble with Highland and University, but as a driver it's terrible! Westbound straight-through traffic is blocked by left-turners, then turns into right-turn-only lane and goes straight through...needs left-turn arrows. Need dedicated (not shared with bus) bike lanes, Forest to Breese.
- Not sure about the one lane on University Avenue near east end – too much congestion. Need safe crossing for Alicia Ashman – but how about a light? No island.
- We must have much better bike access (dedicated wide lane) along University Avenue. We must make it impossible to speed onto University Avenue from

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eastbound Campus Drive as many (most) motorists do. Either eliminate the flying right turn off University Bay onto University Avenue, or move the Metro bus stop to the east side of University Bay Drive (this is the northeast corner of the University Bay/University Avenue intersection). This will permit bus passengers to cross into the Regent neighborhood with only one street crossing. This flying right is very dangerous and forces bus riders to miss one full light cycle for getting south across University Avenue.

- I hope to see good traffic flow in and out of residences and businesses. Enough parking. Pedestrian/bike access. I'd love to see ways to help ensure 25 mph max.
- Pedestrian bridge should encourage pedestrians.
- Make Kendall Avenue to Highland to Breese one-way east; it is too narrow for cars to pass. Change Chamberlain going west.

Station 5: Aesthetic, Streetscape Amenities

- Look at the choking up of traffic at Breese and Campus Drive and University.
- Lights on the UW building in the 1800 Block are very bright in the night. Can they be turned down?
- Much more bike parking is and will be needed. The Inntowner has a small, very poor rack and it was much too snowed in to use it today.
- Definitely need signs to UW Hospital. I give directions all the time. Sign should be near old congregational church after Old University splits off Campus Drive. Need better lighting under Walnut Drive overpass. Save money on murals; put in bus shelters, small park at Highland and Alicia Ashman bridge would be nice.
- Lights for good safety and visibility, even a quick call box for emergency needs, i.e. rape, under the Walnut Street and Highland Avenue overpasses would be far more pleasing than art works (I am an artist). The hillsides going up to Campus Drive at Walnut and Highland are dumps, simply great soil, small retaining wall systems planted with bulbs and appropriate plantings and money for a worker, a gardener from the City budget would be a wonderful aesthetic good. The dump-like ambience of the trash stuff behind Lombardino's and the hillside at the north edge of the former Ete Vous Pres could be cleaned up and made attractive and respectful without a huge planning/vision/committee/consultant effort. I love Lombardino's, certainly space and zoning has caused them to do as best as they can to minimize the dumpsters and trash situation.
- Like the setbacks, attractive façades, etc. Would like to see height restricted to 5-stories, with vast majority of buildings topping out at 3-4.
- Sure, just remember that landscaping can disappear or be destroyed in winter. Benches are unused when close to the street. Never pave the apron.
- Maintain and improve historic character of neighborhood. All great ideas!
- Food cart area! Stormwater design can be an aesthetic amenity! Green walls and murals – a funky streetscape aesthetic. Creative and colorful, not dull and drab. Yes on all recommendations. More landscaped medians and room for

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substantial, nice, long-lasting street trees! Please invite real LEED projects. No new zero lot lines.

- Very good.
- We need trees! Trees! Trees! Shade, air pollution issues. We need shade trees and larger size to replace all we are using. Five came down on Highland between Kendall and Chamberlain a few weeks ago. Ginko's offer very little shade and very slow to grow. Fumes from UW Hospital area can be strong and trees help block this.

Station 6: Small-Scale Neighborhood Businesses

- Traffic fumes need to be considered. Walking on University by 1600-1700 Block is very smelly now.
- Nice in theory – make accessible to those outside of neighborhood, especially parking for cars and bikes. Possibility of additional bike path exists/entrances?
- Provision for rental or “buyable” spaces is vital. We need a means to make sure private, locally owned businesses can afford the rents. If you want “The Gap,” etc., we can go to State Street or a mall. We don't want a chain store mall environment.
- Could use more parking for small business near the businesses. Bike racks near the businesses.
- Neighborhood businesses can survive without lots of parking. People park on the street in the Willy Street area and often Monroe Street, Regent Street, etc. Look at how many businesses have existed for 30 years with virtually no parking (hair salon at Prospect and University since 1965).
- It would be good but need basics – grocery, hardware and it seems difficult for these to make a go of it – always lack of parking and volume of business, i.e. the Regent Co-Op struggles.
- These businesses will survive and thrive only if parking is addressed. Metered parking makes it possible for driving customers to use the area.
- They have to be economically feasible. A start-up can't pay super high rent in a new building. Wayfinding signage to UW Hospital for eastbound University @ Highland and to other campus destinations at Walnut.
- I like and encourage.
- Good – business association, good branding. Businesses that target neighborhood residents, professionals and hospital staff.
- Please proof-read! Outrageous number of typos detracts from your message!
- Yes, this is great. Bring back EVP and keep Lulus!
- Yes, streetscape amenities – benches, bike racks, façade improvements, setbacks, small businesses, density broken up with pocket parks – very small and urban in nature. No chains – but more business and mixed development.
- I love density. I hope our neighborhood doesn't act NIMBY about density and business. In addition, however, I feel that Madison really needs to show the rest

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of our City how to do greater density well. These can exist business, sustainability, landscape, setbacks all at once. This is our moment and opportunity to show this. If we can show them walkable neighborhoods, they will walk! And enjoy it. Thank you! Great ideas!

- Very good.
- I would like to support the small neighborhood business. I don't know if on-street parking would help considering the traffic needs. I do prefer locally owned small businesses. Mixed-use looks like it would be helpful.
- As a property-owner on the 2400 block of University, parking spaces are needed on the street. Also, I strongly suggest that there be two hour parking meters instead of two hour limit parking poles. We already have two hour limit parking poles on Highland Avenue and Kendall Avenue right now. But the hospital employees and students end up parking there the whole day or even couple days, leaving no vacant spots for others to park. Having two hour limit parking poles will not give any benefit for the surrounding businesses besides us.
- . Is there a possible way you could arrange it so that they finish University Avenue first before starting on Highland Avenue? Like I mentioned earlier, we're a small business with vacant spaces and if these changes can be done, not only will it help our business but also make it through the current situations we have.