

**Draft Minutes**  
**Old University Avenue Corridor (UAC) Plan**  
**May 19, 2010**  
**West High School, 30 Ash Street**  
**7:00 p.m.**

**I. Overview – Darsi Foss, RNA President**

Darsi Foss, RNA President, talked about the importance of the corridor plan. The RNA Board will be working with the District Alderperson and City of Madison Department of Planning & Community & Economic Development to prepare the plan. One of the important roles of the RNA Board is to ensure residents and the business community participation in the planning process.

**II. Process – City Staff**

City staff showed a PowerPoint presentation describing the planning process (<http://www.cityofmadison.com/planning/OldUniversity/whatsnew.cfm>). The Department of Planning & Community & Economic Development (DPCED) will lead the project with assistance from Regent Neighborhood Association (RNA). The process will start in May 2010 and be completed by December 2010. It is anticipated that the Old University Avenue Corridor Plan will be adopted by the Common Council in early 2011.

Four DPCED staff as well as other city agencies/departments will be involved in the integrated approach to UAC. A project website can be accessed at [www.cityofmadison.com/planning/OldUniversity/index.cfm](http://www.cityofmadison.com/planning/OldUniversity/index.cfm).

Public participation is the key to the planning process. A schedule for public input was presented:

Old University Avenue Corridor Plan  
1600 block to 2600 block, located in the Regent Neighborhood, Madison, WI.  
<http://www.cityofmadison.com/planning/OldUniversity/index.cfm>

Vision Statement  
Land Use  
Design Guidelines  
Planned Improvements  
Action Plan

**Be involved .....**

<b>UAC Kick-Off</b>	<b>UAC Design Workshops</b>	<b>UAC Informational Booth</b>	<b>UAC Open House</b>	<b>UAC Open House</b>
May 19, 2010	June 30 & July 7	4th of July Picnic	September 16, 2010	December 1, 2010
West High School 30 Ash Street 7:00 pm	InnTownner 2424 University Ave. 7:00 pm		InnTownner 2424 University Ave. 7:00 pm	InnTownner 2424 University Ave. 7:00 pm

**Stay Informed...**  
e-Notification Sign-Up:  
Sign-up and receive agendas, minutes and updates for UAC Plan at:  
<https://my.cityofmadison.com/>

Department of Planning & Community & Economic Development, working with the Regent Neighborhood Association, will lead the visioning and planning process for Old University Avenue Corridor (UAC).  
Project information at 608-267-8744 or [jstroick@cityofmadison.com](mailto:jstroick@cityofmadison.com)

**III. Key Components – City Staff**

Planning process will include developing a vision statement for the corridor. In addition, the plan document will include:

- Vision Statement
- Land Use Plan
- Design Guidelines

- Streetscape Improvements
- Action Plan

#### IV. **Other Projects – Alder Shiva Bidar-Sielaff**

Aldersperson Shiva Bidar-Sielaff provided a brief update on ongoing or proposed project for UAC Corridor:

- Mullins' Group
- Wisconsin Energy Institute
- Old University-Highland Street Improvements
- Bike Boulevard
- Farley-University Avenue Intersection

#### V. **First Steps: Vision & Value of UAC – INTERACTIVE SESSION**

As one of the first steps in the planning process, participants were encouraged to visit each of the five stations to provide input. Participants provided written comments on a series of questions. See Attachments 1-5 for results. Input will be used in the next steps of the planning process.

Stations 1-3: How you use and view the corridor ....

- What do you like?
- What don't you like?
- What would you change/improve?

Station 4: Preserve and retain and expand the character, quality and value of the corridor ....

- Identify assets;
- Identify what "ifs"; and
- Identify themes or rhythm or character.

Station 5: Burning Questions

- What questions do you have that would help you understand the issues and future of UAC?

#### VI. **Next Steps**

Interested parties can receive announcements and submit comments to the planning team by:

1. Accessing the UAC Project Website at:

[www.cityofmadison.com/planning/OldUniversity/index.cfm](http://www.cityofmadison.com/planning/OldUniversity/index.cfm)

2. Signing up for the UAC E-Notification System at:

<https://my.cityofmadison.com/>

3. Contacting Jule Stroick, Department of Planning & Community & Economic Development, at 608-267-8744 or [jstroick@cityofmadison.com](mailto:jstroick@cityofmadison.com).

### **Station 1: What do you like about Old University Avenue Corridor?**

- Buses.
- Local businesses in walking distance. Access to mass transit.
- Access to new bike path via Highland – the crossing is treacherous.
- I like the small businesses – Lombardinos, New Seoul, Lulus, Sushi Box, women's retail store.
- I love Lulu's.
- 7<sup>th</sup> Day Adventist and Congregational churches, WARF building.
- Buildings are of reasonable height with setback (except poorly paced Goldleaf and Casa Blanca).
- Bridge over Campus Drive.
- Gas station, car wash.
- I like Old University Avenue because you can still see some of the history of the area – it hasn't all been sterilized like Campus Drive.
- I like that it's not Campus Drive – but it's still too busy – too many vehicles.
- Walkable destinations (dining, retail).
- Some nearby business – fast access to UW.
- I walk this street when returning after dark to neighborhood. Varied architecture. I use local restaurants.
- Relative easy access to campus. Easily accessible from neighborhood. Like Regent neighborhood sign at intersection of Breeze Terrace and University Avenue.
- Like the concentration of business/restaurant/commercial property at Highland.
- Small businesses and small scale buildings (2 stories).
- I like small local businesses like barber, auto repair.
- The restaurant cluster at Highland.
- Small businesses.

### **Station 2: What don't you like about Old University Avenue Corridor?**

- The block of "Mullins Blight".
- It's a neighborhood, treated by many as a thoroughfare.
- Eastern entrance – left turn on Breeze backs up, pedestrians at risk, bus stop dangerous.
- Left turn on Grand takes people by surprise.
- Coming from east, left turns into neighborhood are dangerous.
- Don't lie that long stretches of the street are undistinguished.
- Hard to cross over to pedestrian bridge across University.
- Lulu's is way too expensive.
- Sterility (in appearance) of Allen to Highland stretch (just needs some cosmetic work).
- No parking at any times (except Blue Moon block).

- Would like more aesthetics with the businesses to encourage more people to stop in.
- People trying to bike on University Avenue.
- Speed of traffic.
- Newer apartments are too close to sidewalk and street!
- 4 lane road.
- It's an architectural hodgepodge.
- Varying degrees of building conditions and occupancy.
- Goldleaf was built too close to sidewalk.
- Traffic flow –especially all the construction in the summer.
- I don't like the 4 lanes of traffic to cross as a pedestrian or biker.
- Don't like sidewalks so close to fast-moving cars on Avenue.
- Turning onto Breese Terrace is dangerous - pedestrians crossing are at risk.
- Lack of aesthetics.
- Buildings too close to street – not pedestrian friendly.
- Bikes on sidewalk.
- Street is stark and dated, need more vegetation, business building facades are kind of tacky.
- Lack of “destinations” for neighbors – library, coffee shop.
- Don't feel safe crossing street.
- Amount/speed of traffic. Lack of green space/trees in places.
- Tunnel effect of Goldleaf and Casa Blanca is not good.
- It has lots of ugly buildings that don't relate at all to pedestrians.
- Lack of commercial and narrow sidewalks where buildings are close to the street.

### **Station 3: What would you change/improve on Old University Avenue Corridor?**

- Aesthetics.
- Highland-University Avenue intersection.
- The stoplight at intersection of UH/Campus Drive is way too long.
- More restaurants.
- Intersection by Univ/Campus Drive then the second stoplight by Breese Terrace.
- Improve pedestrian and bike friendly.
- Want library.
- Police giving tickets to people driving and using cell phones.
- Let's make this super green! (Yes, I cheated. This is my second note like this.)
- More continuity of design.
- Stoplight at University and Highland Avenue.

- Make traffic patterns and parking work like Willy Street and Monroe Street. Make pedestrian friendly.
  - We don't need huge massing and tall towers.
  - Improve: Road surface where Metro travels, more trees, ability to cross as pedestrian from Highland Avenue to East end.
  - More commercial businesses, coffee shop, restaurants, not chain, breakfast and lunch.
  - Bring back EVP! I second this.
  - Move the corridor. The most green in the City. Make builders use sustainable practices.
  - More local businesses.
  - Be nice to have more permanent residents on University Avenue, like condo owners.
  - Wider sidewalks, more pedestrian friendly, better bus stops.
  - Employ strategies and practices that manage stormwater in a manner that improves water quality in the Madison lakes.
  - Please change the signage where University Avenue (W) splits to Old University and Campus Drive so that "foreigners" know that Campus Drive will take you to University Avenue. We live on 2600 Kendall and often are stopped by people looking for how to get back on University Avenue.
  - More bike friendly.
  - Add local thriving businesses.
  - Would like to see more ground level retail on other blocks besides Old University and Highland.
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- Visually convey the message that stormwater is being managed in a manner that protects and improves water quality in the Madison Lakes.
  - Create greenway not expressway feel.
  - Aesthetically more interesting: plantings, pavement, relationship of sidewalk to buildings.
  - Keep lanes narrow, use traffic calming, keep speeds down.
  - Consider creating memorable landmarks along the street.
  - Traffic flow at Highland/Campus Drive/University Avenue. Bottleneck at east end of University Avenue and Campus Drive.
  - Left turns at Walnut (alternate access to west campus?)
  - A co-housing project.
  - Turn Old tennis courts on Highland Avenue into garden.
  - Have Mullins maintain their property.
  - More bikes, less cars.
  - Better east-west bike corridor, connecting University area to west side.
  - Make it more vibrant- attractive to use – frequent.
  - I'd like the corridor to be pedestrian friendly to the max!
  - I'd love to have the corridor be known as the greenest corridor in the City.
  - I'd like to see the corridor be a magnet for a variety of ethnic restaurants.

- I would seriously consider parking on Old University. Not just at the Highland node.
- It has several pockets of ugly, abandoned businesses – fix these.
- No increase in height.
- Mullins property ready for redevelopment.
- Change the zoning of the parcels on the south side of the street that are currently R5 to R4.

**Station 4: Identify the assets of Old University Avenue.**

- Close neighbors, friendly businesses, every thing is close, close to bike paths/lake and University.
- Interesting businesses, has its own unique character, not rushed or hurried.
- Assets: Local small businesses. I use: barber shop, auto repair, clothing store (my wife), Lombardinos.
- Neighborhood restaurants.
- Small businesses.
- Residential feel.
- Business services.
- Not a “strip mall” atmosphere from parking lots adjacent to sidewalk.
- Like the “people” scale of buildings.
- Business access, some shops.
- Locally-owned businesses, shopping and restaurants within walking distance.
- Local businesses.
- Access to UW.
- Independent businesses, traffic is not as bad as it could be block of Campus Drive.
- Proximity to residential neighborhoods, big employers and transportation corridors.
- Buses, small businesses, access to UW, scale of buildings, density (in shorter buildings).
- Proximity to UW, hospitals, lake.
- High occupancy.
- Existing, well known restaurants and buildings.

**Station 4: Describe any “what if we could do this” to make Old University Avenue more...**

- What if we allowed parking on alternate sides of University Avenue during non-rush hour (incoming/outgoing) times – ala Monroe/Regent?
- Make 2500-2600 Blocks one-way east bound, use the west bound lane for diagonal parking and enhanced pedestrian walkways to improve the atmosphere/access to business district.

- What if there were an on-ramp to University Avenue (east or west?) from Highland?
- It's really hard to make a left from Allen to go over to the University.
- What if bikes were not "encouraged" to ride on University Avenue – not that they are now. But can we divert to Kendall Avenue?
- Limit traffic density.
- Can we keep mass transit options open for stops at Breese and Highland?
- Is there a way to add/enhance green space in the 2500-2600 blocks?
- What if we could reroute University Hospital and VA traffic so it doesn't involve the corridor?
- More green space!
- On-street parking – would make corridor more pedestrian-friendly.
- Diminish noise from Campus Drive with vegetation – flowing water?
- Slower speed/density traffic.
- What ifs: It would be nice to narrow the Avenue to 2, not 4, lanes to make it calmer, safer.
- Is there a way to interweave multi-residential units (apartments and condos) and businesses that the residents (students) would use, so there's a more integrated feel, a more living neighborhood feel, to the corridor?
- People need to see Old University as a "neighborhood" or continuation to go to like "Willy Street" or "Monroe Street", parks – create space for gathering.
- Make an elevated road from the hospital to Campus Drive, like above Highland, and prevent hospital/U traffic from using Highland/corridor as pass thru?
- Connect the street to the stadium through some transition theme.
- City park over Campus Drive.
- Slow traffic down and direct commute traffic... to make Old University more pleasant.
- Old University Avenue was a true transportation hub.
- What if the corridor only allowed buses, bikes, and pedestrians?
- What if we required all new housing-related developments include several community cars – instead of parking spaces?
- An urban-residential (mixed use) feel without the arterial road.
- What if we could eliminate all thru traffic on Old University so that we don't get road raged drivers spilling into the residential streets?
- Train stop in "hood.

**STATION 4: Identify themes or rhythm or character that you would like to preserve/replicate.**

- The character of the neighborhood.
- Would love more restaurant/retail to make walking to shop, etc. very convenient.

- All walkable.
- Keep “University” connection/feel but no more Kenton Peters buildings.
- Doesn’t feel too urban, especially at east end – many buildings set back, trees.
- Variety of architectural styles from traditional to modern.
- Reasonable height, skyscrapers do not improve quality of life.
- Bring back the small businesses that Mullins squeezed out! (Theme: walkable retail and dining)
- Would like to preserve business services, restaurants, pubs, unique shopping, general services: gas station, barbershop, hair salon, etc.
- Preserve but make better, enhance 1920s-1930s feel of what neighborhood was and can be. Omit tacky tacky 50s-60s-70s low maintenance facades-character.
- Bring in a café.
- There a lot of people walking, biking, and moped(ing) along it. Maybe keep 1920s character – add benches, places to gather?
- Preserve view of Congregational Church.
- Variety of land uses.
- Preserve small businesses.

**Station 5: What information would you find useful to have to better understand the issues and future of Old University Avenue?**

- Will there be commuter rail or other transportation hub near the corridor?
- Does the current comprehensive plan establish any guidelines for height and density of buildings in the corridor?
- Will neighborhood plans work? Will they be as powerful as the developers?
- How long will everything be torn up? Start/End Date. Will traffic still move on University Avenue?
- Change in demographics in the surrounding neighborhood over the last 25 years.
- What structures most likely to change ownership in next 10-15 years?
- Will there be any light rail at Highland/University?
- Post comments to preliminary plans on web site.
- UW plans for further development on north side.
- Is it financially feasible to develop property and maintain setbacks and stepbacks?
- How much stormwater runs off Old University Avenue?
- Is the UW honest and open about their plans so that we can adjust accordingly?
- Any plans for bus line changes?
- This meeting is helpful to connect to various sources of information.
- How does this corridor fit into City historically? This might lead to some ideas bout streetscape.



- How much would it cost to have old school light posts or different aesthetics?
- Any way to create green space or a feeling of green space – City-owned property, easements?
- Can we build apartments without massive parking on site and not impact neighboring residents?
- Is there space a farmer’s market?
- What commercial and retail is feasible in corridor?
- What will happen to rental market and occupancy along corridor?
- Does City really want high density in housing – if so, how preserve residential feel?
- Future of traffic flow.
- Can we rename Old University Avenue and make Campus Drive University? Less confusing, fewer people who wanted to be through traffic.
- Future UW plans for nearby campus lands.
- Number of residents on Old University (tenants) and number of off-street parking places currently available.
- Traffic counts along Old University Avenue and cross streets.
- What is the long-term estimate for traffic increases along the corridor? The hospital is growing, Madison is growing, Fitchburg is growing... Have we any idea?
- Traffic counts are essential.
- Traffic patterns and commuter patterns.
- “Feeder” area information - workers to VA and UW Hospitals, to West High school, traffic flow directions.
- What is the status of all the rental housing along University Avenue? Are the owners planning any changes or want any? Talk to owners.
- What is a charrette anyway? (Sounds like something only experts could do...)
- What percentage of the population adjacent to Old University Avenue work or are students of UW Madison (not the hospital)?
- How can we avoid any ugly conflict about heights and parking?
- What percentage of the population are adjacent to Old University Avenue work at UW Hospital?
- What percentage of the population adjacent to University Avenue commute via bike/bus/walking?
- How much stormwater runs off properties adjacent to Old University Avenue?
- What are the physical parameters of the University Avenue reconstruction? What is the design of the street?