

University Avenue Corridor (UAC) OPEN HOUSE

September 16, 2010

InnTowner, 2424 University Avenue

7:00 – 9:00 pm

The City of Madison Department of Planning & Community & Economic Development is working with the District Alderperson, Regent Neighborhood Association, and the business community to prepare a 5-10 year plan for University Avenue. A key to the planning process is to solicit input from residents, businesses and stakeholders. Announcement of the OPEN HOUSE was circulated by:

- A notification postcard was mailed to all property owners in the project study area (Campus Drive on the north, Breese Terrace on the east, Farley Avenue on the west, and Kendall Avenue on the south).
- Regent Neighborhood Association hand-deliver announcement postcards to all dwelling units within the neighborhood.
- Businesses along Allen-Regent Street and Highland-University were personally contacted to post a flier and to also invited to attend the meeting.
- Announcement postcards were distributed to UW students during a door-to-door canvas to welcome new tenants to the neighborhood.
- Announcement circulated on the Regent Neighborhood Association listserv, City of Madison e-notification UAC listserv, and past attendees to the UAC planning process.

I. Welcome by Alderperson Bidar-Sielaff

Alderperson Bidar-Sielaff welcomed everyone to the Open House. She indicated that it was important to provide input at the various stations.

II. How and What is Planned for the Open House by Darsi Foss, Regent Neighborhood Association and Jule Stroick, Planning Division

Darsi Foss, President, Regent Neighborhood Association and Jule Stroick, Planning Division talked about the seven issue stations for individuals to provide comment on. Individuals were encouraged to provide input on the comment cards and/or forward comments to city staff within the next couple of weeks. David Dryer, Traffic Engineer, Christy Bachmann, Engineering, Matt Mikolajewski, Office of Business Resources, Archie Nicolette, Planning Division, Karin Wolf, MadisonArts

III. UAC Issue Stations

Participants were encouraged to provide input at the various issue stations or complete comment cards/online form.

General Comment Cards

General comments have been categorized by issue categories:

Street, Traffic and Connectivity

Commercial

Station 1

Vision Statement Comments

- Wider terraces are necessary for healthy trees and pleasant pedestrian experiences.
- Encourage landlords to take better care of their rental buildings. Exterior building maintenance and grounds.
- Bike or walk to work, dinner, retail.
- Vibrant daytime and evening corridor.
- I would like separate bike path lanes so that cars/buses and bikes don't have to battle for space.
- Not just "a" business node. There should be 2-3 along the length, if possible include food.
- To be "pedestrian-friendly" is desirable, and will take some serious reconsideration of the role of cars and buses along the corridor. Parking with rush hour exclusions should be incorporated, and will promote shopping opportunities.

Station 2

Land Use & Building Design/Form Comments (See comment board results and end of document)

- Thank you to the Planning Department for your continued efforts to keep Madison at an attractive reasonable scale and approving the best of beautiful design that is classically nodding to the future. I have great appreciation for this.
- My immediate focus tonight is the Mullins project in the 2500 Block. Simply, please do not approve this project. Basically the neighborhood has spoken at its ongoing dissatisfaction for many reasons and so many of us feel that we are being ignored.
- I like our Alder but feel she is not representing our concerns in a way that we feel considered. My objections are based in these facts:
 - I've spoken with current and former tenants of Mullins building. All told me of more than four instances that they are very poor landlords, neglecting contractually agreed upon services. The past indicates the future.
 - The scale at 7 stories is far too tall. They have yet to give us a firm total in feet on height.
 - Setbacks are not far enough from the street.
 - There is no historical feature to the project. This is an historical neighborhood for a reason and needs to remain so.

- Parking is a huge issue. There is not enough now nor will there be with 300+ more tenants. There is no guest parking or commercial parking and only one stall per unit. We don't need more traffic, noise and congestion.
 - It is a poor rectangular and visually flat design. It is not an asset to the area and once it is built we are stuck with it.
 - This is student housing, not professional condos. They are trying to mislead us on these facts. We object to more students, party spots and football Saturday traffic. They will never agree to not rent to students, and have said so already.
 - Allowing the 2500 Block project to be over 4 stories will set precedence to allow other developers to build higher buildings which I do not like or want.
- New business: Old University Place has an unused retail space that I recommend to the Regent Street Market to be closer to students. Why would any new businesses have an easier time than the Regent Street Market?
- I am very much concerned that any redevelopment will displace me and others who need an apartment with moderate rent. New developers seek higher income renters, then fail. While they fail, the original tenants (now displaced) have to move away. We are responsible tenants who work nearby. Please don't push us away. I work as academic staff in the Medical School. I've lived here more than 10 years.
- I was very sad about what happened at Hilldale. The construction was very unfriendly to pedestrians and bus riders. Existing family-owned businesses were pushed away. I used to eat every Saturday at the Peking Palace which had the most ethnically diverse clientele of any restaurant: Chinese weddings, Latin dances 3 nights each week, Caucasian retirements. The new businesses are too expensive and owned by foreigners (from out of town).
- Step back buildings on south side of Old University to allow sunlight (especially in winter).
- Mixed-use 3-dimensional zoning, commercial/office/housing can allow overlap of parking between day and night.
- Match new building (infill) heights to neighboring ones.
- Use varying setbacks to create play of light and massing.
- Consider using buildings to span Campus Drive.
- Please enforce setbacks during construction to respect pedestrians. Bad recent examples: Discovery Building on University and Johnson; Hilldale Apartments on west side of Midvale; Trader Joe's on Monroe Street.
- I am very much concerned that new construction would make a canyon that is dark in winter.

Station 3

Commercial Activity & Node Comments

- Do not put any existing business into distress by redevelopment, including street improvements.
- Model for new business environment is pre-Inn Towner, 2400 Block Old University, north side; single-story building, parking, specialty shops.

- Allow street parking to create real and perceived safety with a substantial barrier of cars between patrons and car traffic, specially for potential sidewalk dining areas.
- We need to figure out how to help businesses entering the corridor to thrive before we encourage development of more commercial space.
- Branch of Madison Public Library.
- Possible restaurant catering to breakfast and lunch, 7 days a week.
- Ice cream store.
- Bakery/pastry shop/coffee shop.
- Flower shop.
- More retail: gift shop, pharmacy, coffee shop, services, bagel shop, lunch spot (Marigold's, Gotham Bagel).
- Bike shop – bike-pedestrian-oriented restaurant and coffee shop.
- Enough sidewalk setback to allow sidewalk seating.
- I hope Lulu's will stay. Lombardino's is too expensive for me and Lombardino's put me in a corner and forgot me. The Korean restaurant is nice, too. City and Hilldale only want franchises from out of town.
- Hilldale pushed out family-owned businesses that we could afford and replaced with bad franchises with out of town budgets to help push out the local businesses. At one time during construction, 1/3 of Hilldale circumference was inaccessible to pedestrians and bus passengers. Bus stop south of mall near Hilldale theaters still has no schedule even though I called. Hilldale owners in Chicago do not care about pedestrian safety from ice and crowded parking lots where cars go both directions.
- Our neighborhood has good Internet access, but not the best! I have 4MB DSL from TDS. They offer 15MB elsewhere but not for me, even in this affluent and educated neighborhood.

Station 4

Art & Streetscape Design Comments

- Corridor improvements: Pedestrian safety (Concept 5) is definitely a concern.
- Bridge underpass: Highland Avenue is very sterile. I would welcome changes, I walk Highland Avenue to work at the hospital. The new walk/don't walk signals are still very confusing. It does not feel safe to cross the exit/entrance ramps to Campus Drive as a pedestrian.
- Also, pedestrian pattern has changed because the Forest Products building fence is now locked. Have to cross Highland at the bike path and not always certain if vehicular traffic will stop.
- Use air rights for park – hide the traffic on Campus Drive.

Station 5

Street, Traffic and Connectivity Comments

- Regarding street reconstruction: if the bike boulevard diverter is built at Kendall and Highland, worry about getting in and out of the 2500 Block of Kendall when Grand Avenue is reconstructed.
- Put telephone wires and electric wires underground.
- Don't eliminate lanes on University unless you restrict number of cars. Back-ups are bad enough already.
- The walk north on Highland to UW Hospital is ugly. Any changes are welcome.
- Improve the University corridor so it's not so sterile.
- Bike lanes – definitely Allen feels very crowded when there is parking on both sides.
- Improve ped crossing – please do! Does not feel safe now.
- Would on-ramp at Walnut go east or west? Need east because there is no east access at Highland.
- The sidewalk on the southeast corner of Highland and University is weird. The sidewalk on Highland does not extend to University.
- Parking on Highland near Kendall creates very poor sightlines for both cars and bikes using that intersection. During winter months, limit parking to only one side of the street.
- Allowing parking on both sides of Allen causes difficulties, particularly for bicyclists.
- Put Campus Drive underground.
- Dedicated streets (no on-off ramps) below Campus Drive, Paunack Street to Linden (804 Foundation Building).
- Real need for on-demand ped crossing light mid-block (near to Ashman bridge) – not at cross street.
- Safety: It would help to have Steve Brown obey existing laws about clearing snow and ice from sidewalks and especially at intersections.
- Buses are rather infrequent considering the central location. Try to get a #2 bus east to State Street around 5:00 p.m.
- As a practical matter, riding a bike from the east to Hilldale or other shopping is a tortuous path. Consider establishing a standard route along which some services can be found and commerce may follow? Bike paths are known to increase commercial traffic?
- Connect under Campus Drive at Paunack to 1804 Foundation Building to Linden.
- The intersections of North Walnut Street, University Avenue, Walnut Street (by Steve Brown's properties) are not good for pedestrians.
- Water collects in ramps on south side of University on Walnut Street. I've called in several times to the City and it doesn't get fixed.
- Steve Brown often does not clear snow in this area from sidewalks and ramps at intersections.
- I talked with Engineering about water and ice underneath Campus Drive (North Walnut Street) near storm sewers. Street has concrete walls so there is nowhere to run when water backs up around storm sewers due to slush or leaves. A bus at 30 mph through the lake there is frightening to a pedestrian with nowhere to escape the wall of water. Also splashed water can freeze to shaded sidewalk and won't thaw until spring (very smooth and slippery).

- Thank you for new pedestrian traffic light across University/Campus Drive near Student Health. In the last month you finally fixed the north segment during the big construction.
- Bus service is rather infrequent for our central location.
- Alicia Ashman bridge gets snow plowed only in late morning, yet University plows both sides of bridge very early.
- There are plenty of big, beautiful trees on University Avenue, just not on the terrace. (i.e. UW Foundations and other University Buildings)
- Sink Campus Drive below grade or build structures over Campus Drive.
- The western “point” of Old University & Campus Drive would make a great location for a piece of modern sculpture.
- Place “Welcome to the University Avenue Corridor” . Please Drive Responsibilty and Respect One Another.
- Please arch over street entrance at western edge. May calm traffic and alert drivers entering the neighborhood.
- Corridor themes –use more native blooming plants and decorative beautiful planets instead of plot of signage. Provide brochure boxes with information for people to take with and use instead of signatge.
- Allow environmental events to be posted.

MORE COMMENTS TO BE ADDED

Station 6

Sustainability Comments

- Require private parking to incorporate rain gardens/innovative stormwater runoff control.
- Explore permeable sidewalk and parking lot surfaces.
- Apply for grant to support tree planting on private property in corridor.
- Pay attention to the solar envelope of buildings – shorter buildings on the south side with zero setback, pedestrian-friendly businesses, and taller residential to the north.
- Install “dark sky” lighting that’s eye-friendly.
- Encourage green roofs, micro-parks, urban gardens and use bioswales and rain gardens.
- Encourage mixed-use: apartments, retail, and maybe offices sharing buildings for efficiency (and safety).
- Plant and maintain large, urban trees in parking.
- Bioswales or rain gardens in City right-of-way.
- Soft, energy-efficient lighting.

UNIVERSITY AVENUE CORRIDOR

Land Use / Building Design

09.16.10



ZONE 01

Neighborhood Commercial Core

Existing Information

Primary Land Use: Commercial

Avg. Setback: Approx. 11'

Height Range: 1 - 4 Stories

Avg. Bldg. Footprint: Approx. 3925 Sq. Ft.

- 1 Please identify two areas that you believe are appropriate for infill/redevelopment on the map below.



- 2 If infill/redevelopment occurs, what are your preferences on the following building design issues?

a. LAND USE (pick 1)

Residential

Commercial

Institutional

Other

b. HEIGHT (pick 1 for each side of the street)

North South

3 Stories

4 - 6 Stories

7 - 8 Stories

c. STEPBACK (pick 1 for each side of the street)

North South

No Stepback

Stepback

Other

d. SETBACKS (pick 1 - based on your land use choice)

Residential 5 - 10'

Residential 10 - 20'

Commercial 0 - 5'

Commercial 5 - 10'

Other

e. PARKING (pick 1)

None Required

On-Street

Surface Lot

Underground/Structure

Other

UNIVERSITY AVENUE CORRIDOR

Land Use / Building Design

09.16.10

ZONE 02

Multi-Family Residential Area

Existing Information

Primary Land Use: Residential
Avg. Setback: Approx. 30'

Height Range: 1 - 5 Stories
Avg. Bldg. Footprint: Approx. 13,085 Sq. Ft.

- 1 Please identify two areas that you believe are appropriate for infill/redevelopment on the map below.



- 2 If infill/redevelopment occurs, what are your preferences on the following building design issues?

a. LAND USE (pick 1)

Residential

Commercial

Institutional

Other

b. HEIGHT (pick 1)

3 Stories

4 - 6 Stories

7 - 8 Stories

c. STEPBACK (pick 1)

No Stepback

Stepback

Other

d. SETBACKS (pick 1 - based on your land use choice)

Residential 5 - 10'

Residential 10 - 20'

Commercial 0 - 5'

Commercial 5 - 10'

Other

e. PARKING (pick 1)

None Required

On-Street

Surface Lot

Underground/Structure

Other

Weight breakdown
in weighting
3 stories - ok; clear
4-6 stories unclear - if
4, why not 6
7-8 stories unclear - if
7, why not 8?

UNIVERSITY AVENUE CORRIDOR

Land Use / Building Design



ZONE 03

Paunack - Birge Enclave

Existing Information

Primary Land Use: Residential

Avg. Setback: Approx. 17'

Height Range: 1 - 8 Stories

Avg. Bldg. Footprint: Approx. 1765 Sq. Ft.

- 1 Please identify two areas that you believe are appropriate for infill/redevelopment on the map below.



- 2 If infill/redevelopment occurs, what are your preferences on the following building design issues?

a. LAND USE
(pick 1)

Residential

Commercial

Institutional

Other

b. HEIGHT
(pick 1)

3 Stories

4 - 6 Stories

7 - 8 Stories

c. STEPBACK
(pick 1)

No Stepback

Stepback

Other

d. SETBACKS
(pick 1 - based on your land use choice)

Residential 5 - 10'

Residential 10 - 20'

Commercial 0 - 5'

Commercial 5 - 10'

Other

e. PARKING
(pick 1)

None Required

On-Street

Surface Lot

Underground/Structure

Other

UNIVERSITY AVENUE CORRIDOR

Land Use / Building Design

09.16.10



ZONE 04

UW Campus Edge

Existing Information

Primary Land Use: *Institutional*
Avg. Setback: *Approx. 24'*

Height Range: *2 - 5 Stories*
Avg. Bldg. Footprint: *Approx. 10,985 Sq. Ft.*

- 1 Please identify two areas that you believe are appropriate for infill/redevelopment on the map below.



- 2 If infill/redevelopment occurs, what are your preferences on the following building design issues?

a. LAND USE (pick 1)

Residential

Commercial

Institutional

Other

Public Library
Review

b. HEIGHT (pick 1)

3 Stories

4 - 6 Stories

7 - 8 Stories

c. STEPBACK (pick 1)

No Stepback

Stepback

Other

d. SETBACKS (pick 1 - based on your land use choice)

Residential 5 - 10'

Residential 10 - 20'

Commercial 0 - 5'

Commercial 5 - 10'

Other

e. PARKING (pick 1)

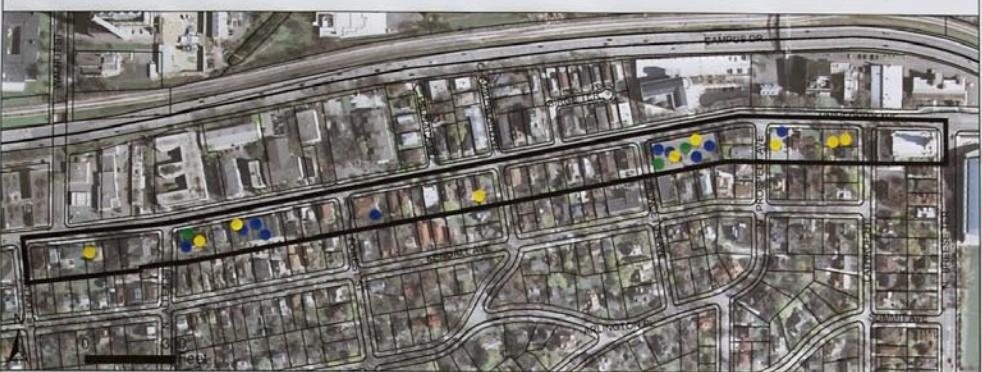
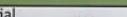
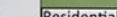
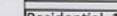
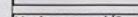
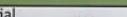
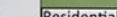
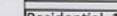
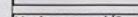
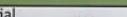
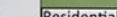
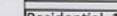
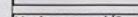
None Required

On-Street

Surface Lot

Underground/Structure

Other

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