



ASSESSMENT OF EXISTING CONDITIONS

Land Use

Even though the planning area is relatively small, there are still several different land uses within the boundary.

The residential component of the neighborhood is made up of 41 small, single-family residential lots at the eastern edge of the planning area. This Garden Homes area, as it is referred to, was originally platted in 1926, with most of the homes built before 1950. The area was annexed into the Village in 1957 in addition to other commercial land along University Avenue. Most lots in this small neighborhood are just 40 feet wide and 4,200 square feet in area; the neighborhood itself consists of approximately 5.8 acres (includes Maple and Burbank right-of-way, but not University or Locust), for a residential density of about 7 units per acre – high for single-family homes. Many of the residences are rental properties, and Degen & Associates is the largest landowner in the residential portion of the planning area with 15 homes. Geographically, the neighborhood is situated near a low point, which, in spite of some recent stormwater improvements, is still vulnerable to flooding.

The commercial parcels in the planning area include the Walnut Grove shopping center (which has some second floor office space), the Pyare Square office building, and McDonald's. Aside from the Pizza Hut on University Avenue, the Walnut Grove shopping center suffers from poor visibility due to the lot configuration and the difference in grades which limits the opportunity for passers-by to see the stores. At times, the center has faced difficulties in leasing space, in spite of the 50,000 vehicles per day that pass in front of it. Also hampering some of the commercial space along the corridor is the limited access to parcels on the north of University Avenue by eastbound traffic.

The Pyare Square building is an area landmark due to its unique design. It was originally constructed as an office building, however, the building's shape and



The Walnut Grove shopping center.

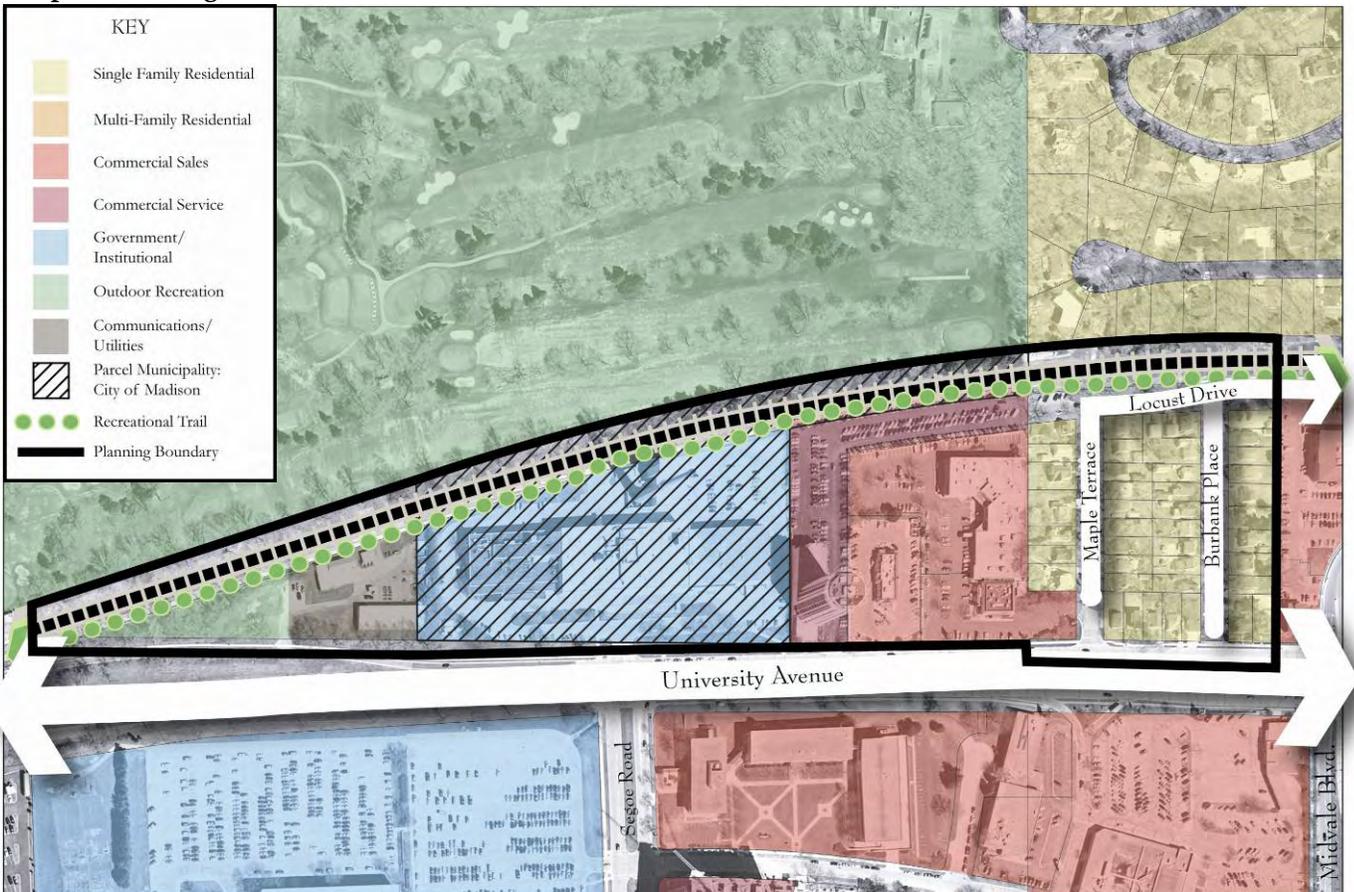
limited floor-to-floor height make it less than ideal for office space in today’s market. The parcel’s unorthodox L-shape and grade change make conventional development difficult.

Also included in the planning area is the State Crime Lab building located in the City of Madison. This area is included to allow for a

more comprehensive approach to planning for the north side of University Avenue, since the Village otherwise surrounds the parcel on the east, north, and west sides. In addition, the State Crime Lab building may be included in a redevelopment plan at some point in the future. It is known that the state has recently invested in updates to the Crime Lab, and it is unlikely that any redevelopment would be considered until those investments have reaped the necessary returns. If this is the case, redevelopment may not occur for up to ten years. However, it is important to consider its redevelopment now in order to plan for issues of connectivity, access, and traffic.

The final piece of the planning area is the triangle parcel located west of the State Crime Lab building. This parcel is currently owned by the Village and is used to house the utility buildings for the adjacent Blackhawk Country Club. The design, land use, and transportation

Map 2.1: Existing land use.



recommendations made in this plan do not refer specifically to this parcel because the future redevelopment scenario for the area is unknown. It is believed that one of three possible scenarios is likely to occur:

1. The site could remain as open space and the location of the Blackhawk Country Club utility buildings. This is a potential scenario because the shape, location, and current access of the site will make it difficult to develop at a higher intensity.
2. The site may redevelop as part of the proposed Hill Farms development. As shown on the map on the following page, the current Hill Farms proposal utilizes a portion of the site for a connection to a recommended transit stop. If the underpass connection does occur, it is also likely that other street improvements to Old Middleton Road would be undertaken as outlined in the transportation section. Due to all of the potential road and transit improvements proposed for that area, the parcel would likely be largely consumed by these plans. If this scenario takes place the Pyare Neighborhood may want to consider creating a connection to the transit stop and underpass to facilitate pedestrian and automobile access.
3. The parcel would redevelop at some point before the Hill Farms project. As mentioned above, this is the least likely of the scenarios because of the difficulty in redeveloping this site as an individual parcel. However, if the Village does receive interest for development on this location, it is recommended that the project remain consistent with the urban design recommendations for the existing commercial area of the Pyare Neighborhood detailed later in this plan.

Zoning

All of the single-family residential within the planning area is zoned R-2 Single Family

Residence District. Lots in the area have been grandfathered into the current R-2 designation because most of the lots do not meet minimum lot size and width, and many do not meet setback requirements.

The eastern part of the Pyare parcel, the Walnut Grove parcel, and the McDonald's parcel are zoned C-1 Village Commercial District, which permits a wide range of retail and service uses, provided that no single use is over 10,000 square feet.

The western part of the Pyare parcel is zoned C-2 Limited Commercial District, which permits similar uses as the C-1 district, but at higher densities.

Tax Exempt Parcels

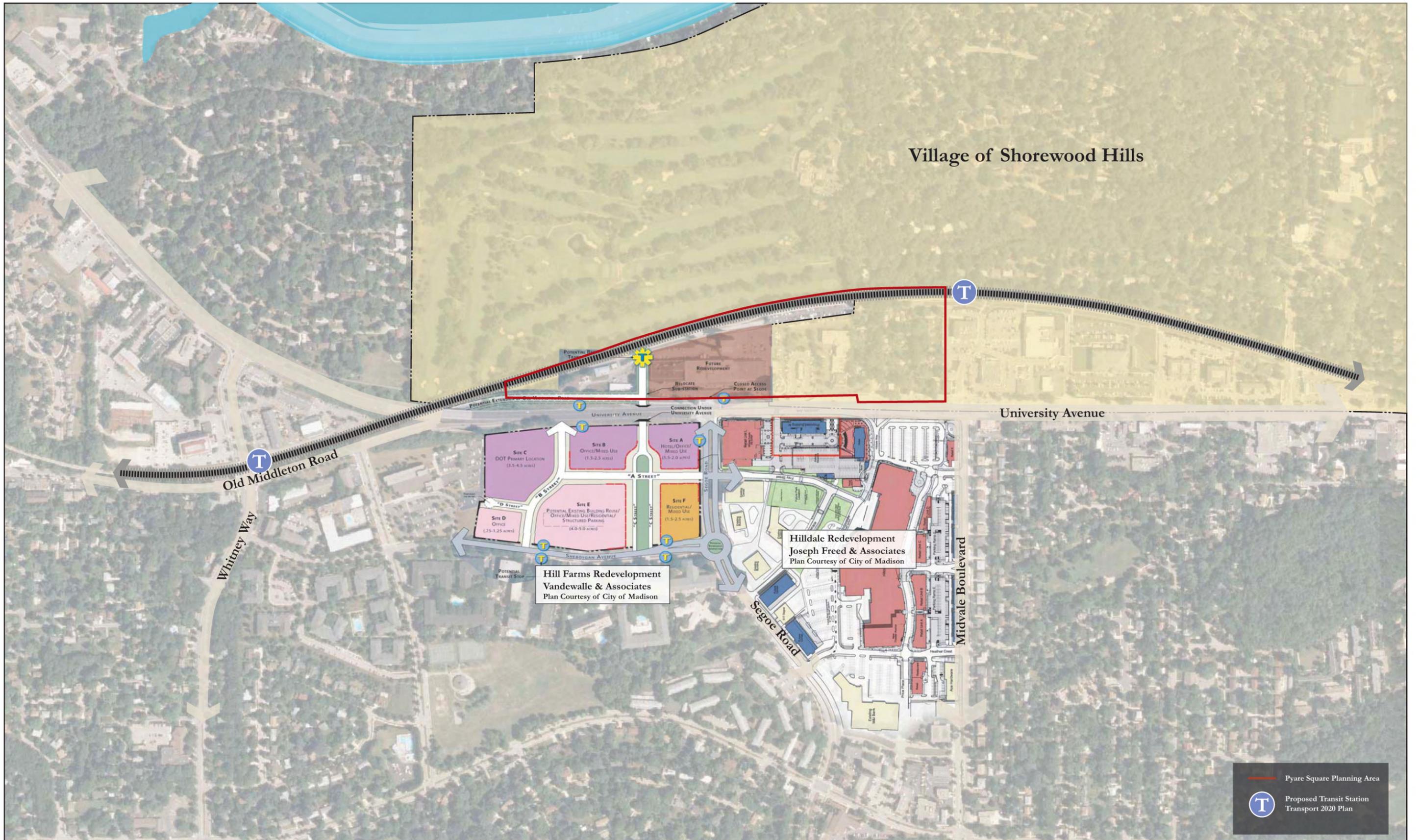
The triangular parcel at the western edge of the area is Village-owned. The Village also owns a portion of the bike path on land that is in the City of Madison. The State Crime Lab, which is in Madison, is tax-exempt as well.

Brownfields

There are two environmental incidents listed in the DNR's Brownfield Remediation and Redevelopment Tracking System (BRRTS) within the planning area, both of which are on the State Crime Lab parcel in Madison. Both are considered closed, which means necessary remediation activities have taken place. The two incidents involved leaky underground storage tanks — one related to the heating plant at the office building, and the other a gasoline leak. Both resulted in soil contamination.

PUBLIC WORKSHOP #1 RESULTS

Participants were asked whether they felt the future proportion of certain types of residential property should be more than, less than, or the same as existing conditions. The majority of respondents felt that the number of rental units



should be less than currently exists, and there should be more owner-occupied homes. Most people felt that the proportion of single family homes should be either the same as or more than existing. Votes were nearly split over the proportion of multi-family homes: the majority (6) felt that there should be less in the future, 5 participants felt that the proportion should stay the same, and 4 felt that there should be more multi-family development in the future. A majority of participants supported an increase in the proportion of live-work homes in the future.

When asked to provide feedback on surrounding redevelopment, responses were fairly evenly split— 17 positive remarks and 16 negative. The positive remarks focused on improved land use, more diversity of restaurants, and walkability. Negative remarks focused on traffic and congestion/access concerns.

Participants were also asked to list land uses that they thought were appropriate for the three redevelopment sites within the planning area: the Pyare Square area, Walnut Grove, and McDonald's. Mixed use development was the most popular option overall, and several respondents suggested that there should be a common theme to any redevelopment in which building styles are more harmonious, pedestrian and vehicle access is improved, and greenspace is incorporated.



McDonald's along University Avenue.

Most people agreed that the most appropriate land use for the Pyare Square area would be Mixed Retail, Residential, and Office. The second most popular response was a tie between Residential Only, Retail Only, and various suggestions in the "Other" category.

Similarly, most respondents felt that Mixed Retail, Residential, and Office would be the most appropriate use for the Walnut Grove area. Mixed Residential and Retail and Mixed Retail and Office tied for second most popular option. Mixed Retail, Residential, and Office was also the most popular option for the McDonald's area, with Retail Only coming in second.

Concept Plans

The following pages display four alternative concepts which were developed for the future land use of the Pyare Neighborhood. Elements of each concept will be referred to throughout the document in the goals and objectives section of each chapter. Each concept anticipates that the Garden Homes area will remain.

Concept A

This concept shows a high-density mixed use designation along the west edge, by the State Crime Lab, transitioning to medium density in along University Avenue in the middle, and a lower density by the Garden Homes. Residential townhomes are shown to the north of the area, beyond the mixed-use area along University Avenue. Potential connections to University Avenue are shown to enhance circulation through the area. Greenspace, that could double as a stormwater management area during large storms, is shown close to the railroad tracks and bike path.

Concept B

This concept envisions high-density mixed-use along University Avenue, with residential to the north. Greenspace is oriented north-south, essentially providing lawn areas for the

townhomes. The greenspace shown to the north closest to the railroad tracks could be used for stormwater management. The same general concept of higher-density mixed-use along University Avenue with residential to the north is shown, but with a different configuration.

Concept C

Concept C most closely mirrors existing conditions, with few new connections or greenspace. Like Concept A, the higher density mixed-use development would be to the west, transitioning to the Garden Homes to the east.

Concept D

This concept shows residential development, with the potential for small-lot single-family homes, “cottage” or co-housing development, row houses, or a combination of all three.

GOALS & OBJECTIVES

Goal No. 1: Establish a land use pattern which complements the existing uses within the retail node and takes advantage of available physical and market opportunities.

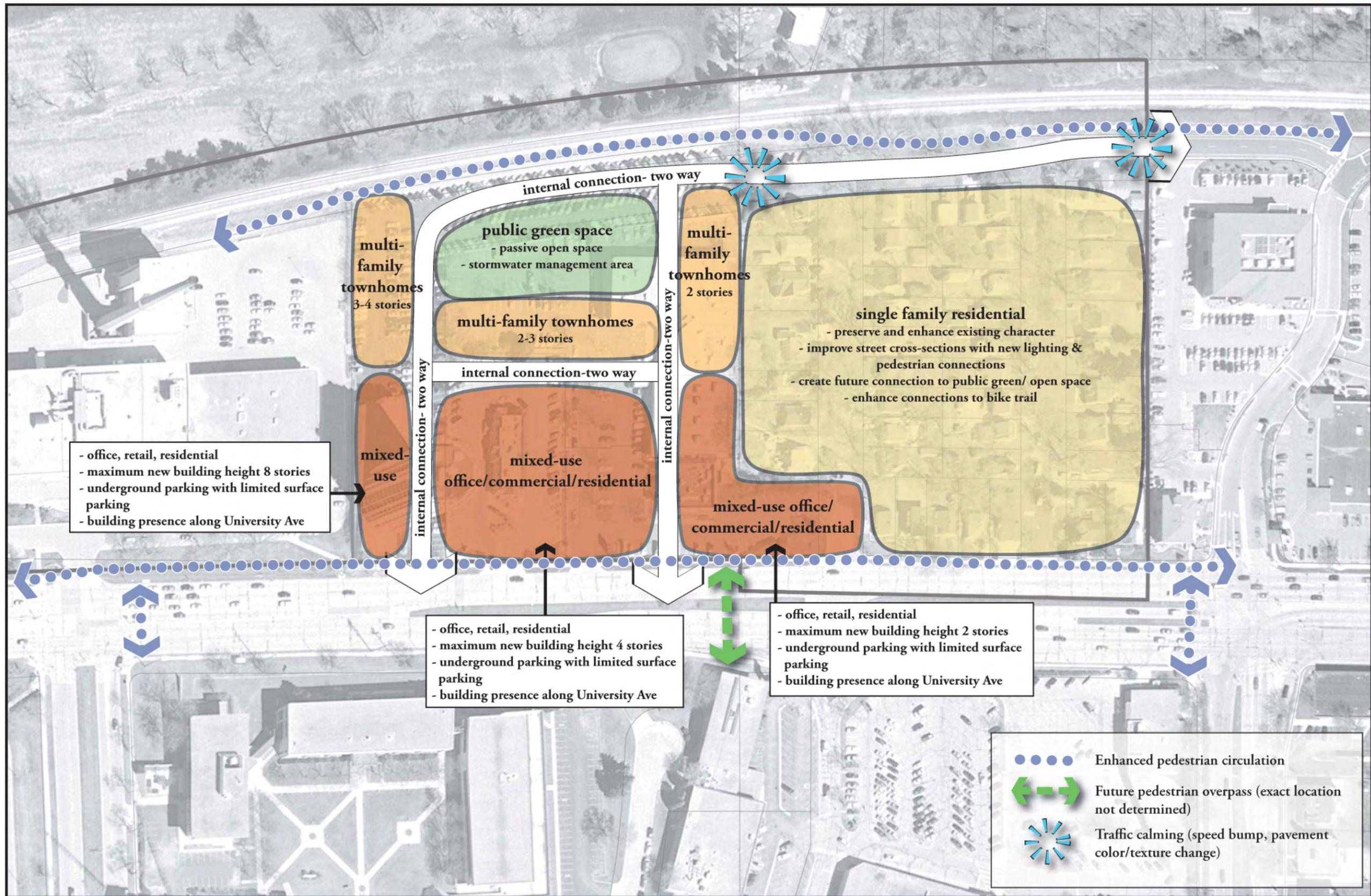
The location of the Pyare Neighborhood relative to other retail destinations puts it within a primary Westside node. Because the draw of retail, office, and residential space is greater when it is integrated into a surrounding hub of activity, future land uses in the Pyare Neighborhood should strive to complement and capitalize on the area’s existing offerings. In addition, the concentration of nearby residential gives the planning area the opportunity to provide neighborhood targeted retail and live-work opportunities in a convenient location. If each of these objectives is achieved, the Pyare Neighborhood will not only be attractive to consumers traveling to the area, but they can also further solidify and define the redevelopment sites and adjacent Garden Homes residential area.

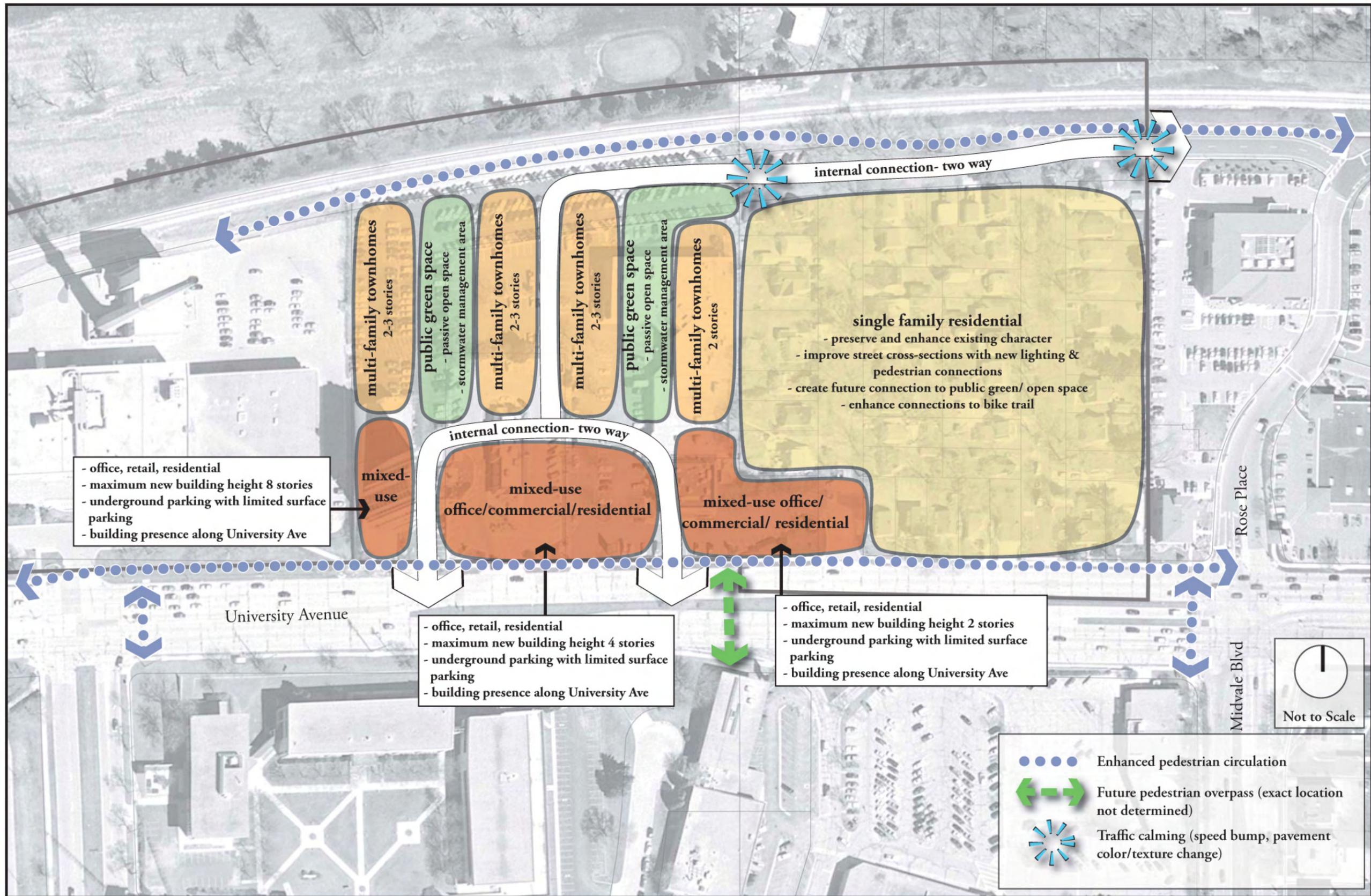
Objective No. 1: Encourage appropriate specialty uses and mixed use development in order to capitalize on surrounding market potential.

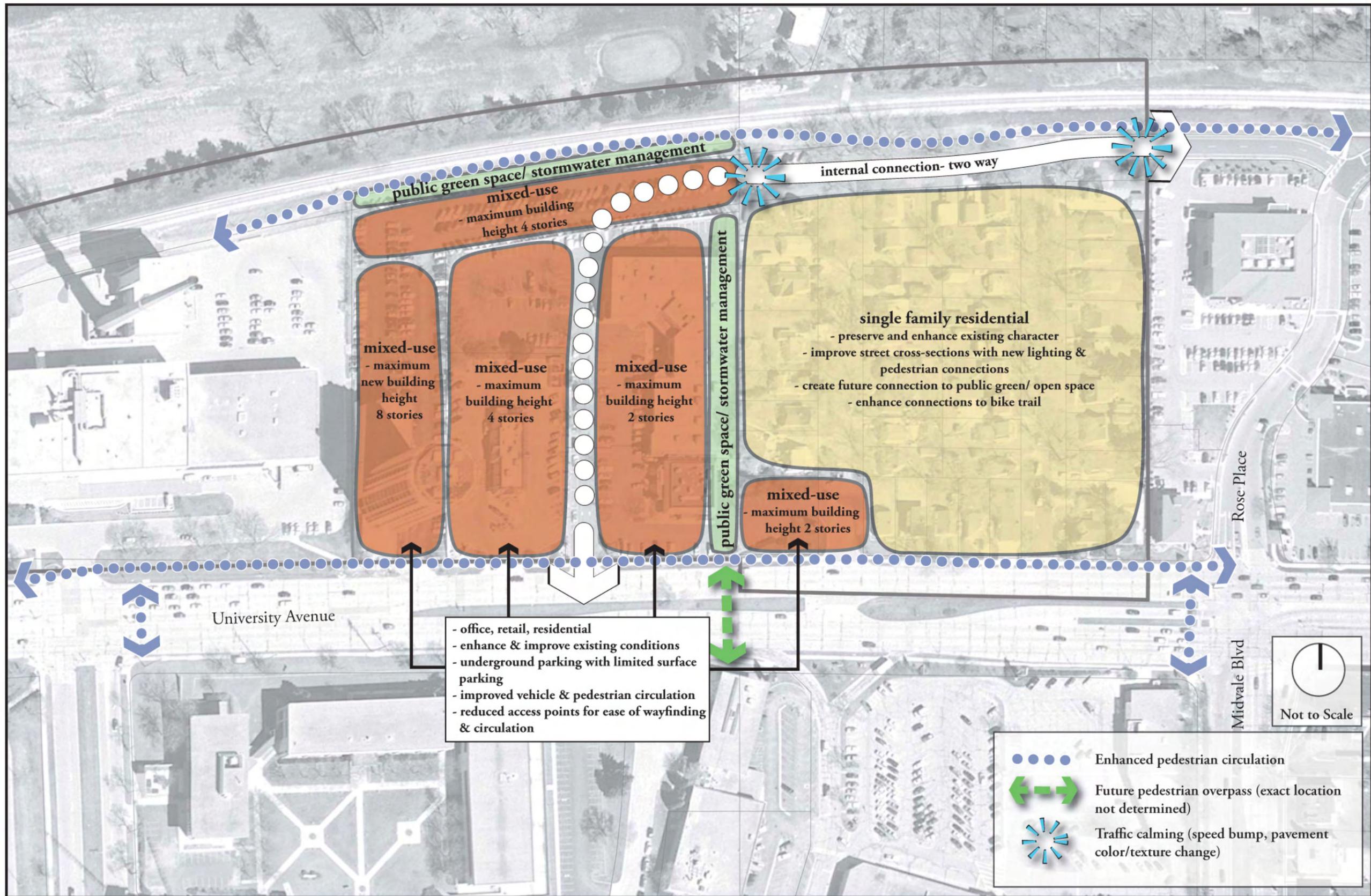
The Pyare Neighborhood is surrounded by a larger retail and residential node. This location provides benefits to future development, but it also requires that future uses be compatible with the market potential of the area as a whole while meeting the needs and potential within the Village of Shorewood Hills. The somewhat constrained visibility and access to the Pyare Neighborhood may make larger scale and convenience retailers hesitant about locating in the area. In order to best position future uses amongst surrounding competition, given the constraints of the site, it may be most advantageous to pursue more specialty and niche related uses.

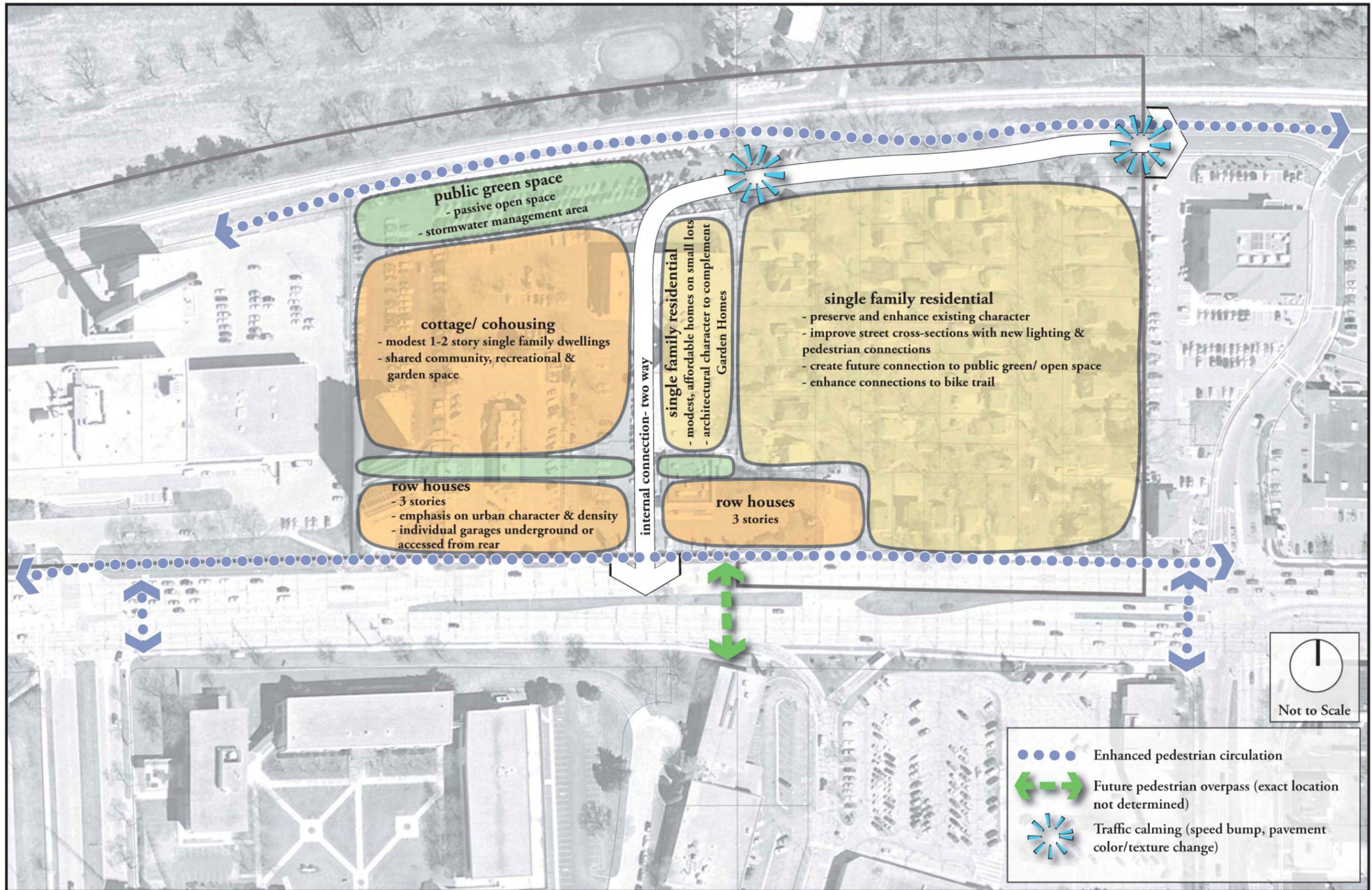
Although residential condominiums are readily available in the surrounding area, the Village of Shorewood Hills and the Hilldale development lack some specialty housing forms which could be viable. Housing such as attached town homes and housing targeted at particular groups like active seniors could be successful in the Pyare Neighborhood if they distinguish themselves from the surrounding competition. Cooperative housing is a type of housing that is increasing in popularity, and could be a successful component of redevelopment in the Pyare area.

Retail and service options are abundant along the University Avenue corridor. To compete with larger offerings and establish their own identity, commercial uses in the planning area may benefit from developing a niche. For example, the Shorewood Shopping Center, located east of the Pyare Neighborhood, has developed a small niche around gourmet foods and supplies with three of its stores - Penzeys Spices, Vom Fass, and Wisconsin Cutlery and Kitchen Supply. Depending on future development interest, a specific retail niche may be appropriate for the Pyare Neighborhood area.









To best utilize the available space and compete with the continued expansion of mixed-use development surrounding the Pyare Neighborhood, future development should concentrate on integrating some type of mixed-use component – residential/retail, retail/office, residential/office. Not only will mixed-use development make the Pyare Neighborhood more competitive with surrounding developments such as Hilldale and Hill Farms, but it will also create a more interesting and dynamic environment for users.

Objective No. 2: Locate uses in manner which takes advantage of the visibility and topography of the area. The location of the Pyare Neighborhood is ideal for capturing commuters who use the heavily traveled University Avenue. However, due to the topography of the area and the significant grade change, visibility can also be a challenge in some areas. Consciously determining a land use pattern can help capitalize on the available visibility and utilize the topography of the area to the advantage of future development. Visibility is best on the south side of the area along University Avenue. Because of this, the area west of the Maple Terrace entrance along University Avenue is most appropriate for commercial uses that demand higher levels of



The Walnut Grove shopping center has recently been experiencing vacancies, potentially due to lack of visibility from University Avenue.

consumer visibility. Because the existing Walnut Grove development is considerably set back from University Avenue, its only visual presence is from the signage alongside the driveway. The impact of future retail and service offerings could be greatly enhanced if there a direct visual connection between the right of way and the building façade were established. This can be achieved by locating structures near to the sidewalk in high-visibility areas.

The northern portion of the area along the railroad tracks has lower levels of visibility due to the grade change which slopes from west to east and slightly from south to north. Again, the lack of visibility could be used to the advantage of future development by locating more of the residential uses on the north side of the area where they would benefit from greater levels of privacy.

Objective No. 3: Create opportunities for live-work arrangements. The continued and planned transformation of the surrounding area into a mixed-use district with residential, retail, and office uses creates the market potential for live-work space targeted at individuals interested in a more urban, walkable lifestyle.



There is a significant grade change from University Avenue northward.

Often the best way to create a live-work environment is to provide small office space which is attached or adjacent to residential space. This can be accomplished by a small dedicated office building near existing residential or, more likely, a mixed use development of office, retail and residential, or office and residential. It is likely that this type of arrangement would be most appealing to small professional establishments such as accountants, insurance agents, or lawyers.

In addition, if the area is better integrated into the existing retail offerings at Hilldale, as well as the future offerings at the Hill Farms area and the Pyare area itself, the live-work potential will be strengthened by the opportunity to live, work, shop, and utilize the nearby entertainment options.

Objective No. 4: Address municipal boundary issues just to the north of the Pyare parcel.

There is currently a small sliver of land just north of the Pyare parcel that is in the City of Madison. Potential redevelopment might have to make site plan compromises if the land remains in Madison. The prospect of constructing buildings and other site improvements across a municipal boundary would introduce complications that



The Garden Homes neighborhood is the main concentration of smaller, affordable single-family homes in the Village.

would limit redevelopment efforts. The Village may want to adjust the boundary to run straight north to the golf course from the western boundary of the Pyare parcel; there is currently a section of bike path in the City of Madison that is owned by the Village.

Objective No. 5: Parcels within the planning area shall remain taxable.

Because the Village has a limited amount of land available for commercial and multifamily residential redevelopment, it is important that redevelopment remains taxable. Redevelopment should broaden the Village's tax base, not place additional property tax burdens on Village homeowners.

Goal No. 2: Maintain and encourage existing single family residential use

One of the unique aspects of the Pyare Neighborhood is the pocket of affordable single family residences that remain along University Avenue. In order to maintain affordable housing in the Village, a neighborhood feel for the area south of the railroad tracks, and to encourage neighborhood serving land uses, it is important that the Garden Home area be preserved. The Garden Homes should be buffered from redevelopment to the west. At the same time,



The plain brick wall of Walnut Grove is set uphill from the Garden Homes area, and is an imposing sight from the homes below.

future development should provide both physical and visual connections to the residential area.

Objective No. 1: Locate uses in a manner which will provide a buffer in the area abutting the Garden Homes.

Currently, the residential portion of the planning area abuts the back of the Walnut Grove development. Unfortunately, the grade change between the homes and Walnut Grove, as well as the physical design of the development, does not provide a desirable transition between the retail development to the west and the single-family homes to the east. Instead, Walnut Grove appears larger than the two stories it is, and the façade facing the homes is an un-articulated brick surface.

To help mitigate this problem in future development, redevelopment should be buffered from the Garden Homes. The uses that face the residential neighborhood should be scaled in a manner which helps transition to a more neighborhood friendly appearance.

Concept Plans A and B best illustrate this objective through the use of a corridor of greenspace which extends the length of the planning area providing a visual and physical connection between the commercial and residential portions of the Neighborhood, as well as creating a buffer between uses. For more discussion on building heights and massing refer to the Urban Design Chapter.

Objective No. 2: Develop common greenspace with connections throughout the area to encourage more integration with the residential neighborhood.

An important land use currently absent for the planning area is greenspace. Not only should new greenspace be developed as part of future redevelopment, but it should be integrated into both the residential and commercial portions of the Neighborhood to be used as common

greenspace. Not only will new common greenspace provide an amenity to users of the commercial property, but it will also create a more cohesive and connected community which will promote the long-term integration of the Garden Homes with the new commercial development.

Goal No. 3: Improve parking configuration and layout.

Objective No. 1: Utilize structured or underground parking as much as possible.

The Pyare Neighborhood is comprised of high value land that is currently underutilized due to the large amount of surface parking. To take advantage of future redevelopment potential, the parking should be condensed by building either aboveground or underground parking structures. Parking structures will create ample parking space while allowing higher intensity development. Underground parking can take advantage of the sloping topography and will be viewed as a positive amenity for office and residential users.

Underground and structured parking also drastically reduces contaminated stormwater runoff, because it drains to the sanitary sewer. Structured/underground parking will have a positive impact on the Village meeting mandates for increasing the quality of stormwater runoff.

Objective No. 2: Maintain uniform parking configuration (perpendicular, parallel, angled, etc.) throughout all surface parking.

Although structured parking is ideal, some amount of surface parking will likely be necessary. To make surface parking as efficient as possible, all available spaces should have a uniform configuration—angled, parallel, or perpendicular. Current parking lots have a mix of different parking types (angled, perpendicular and parallel). This results in confusing parking lot circulation. If all parking within a given lot is

configured in the same manner traffic will be able to travel through the lot in a more uniform pattern.

- Configure remaining surface parking in a consistent manner.

RECOMMENDATIONS SUMMARY & CONCLUSION

The mix of land uses present in the future redevelopment of the Pyare Neighborhood will impact its ability to integrate into the surrounding environment and be successful amidst substantial commercial competition. If the land use mix is considered and planned for, the Neighborhood will increase its ability to capitalize on market potential and more easily maintain the existence of the Garden Homes residential area. The following steps should be considered when planning the future land use pattern of the Pyare Neighborhood:

- Encourage development of niche and specialty uses in order to create a unique identity.
- Locate primary commercial on the southern edge of the development to take advantage of visibility. Locate uses which do not demand visibility on the northern portion of the area.
- Provide office space near existing or future residential and/or develop mixed use buildings which will encourage live-work arrangements and create a more dynamic environment.
- Locate buffers within the land uses along the Garden Homes residential area.
- Create common and shared greenspace which is integrated into both the residential and commercial portions of the neighborhood.
- Work with the City of Madison to address municipal boundary issues just north of the Pyare building's parcel.
- Property should remain taxable as it redevelops within the Pyare planning area.
- Develop structured and underground parking to the greatest extent possible.