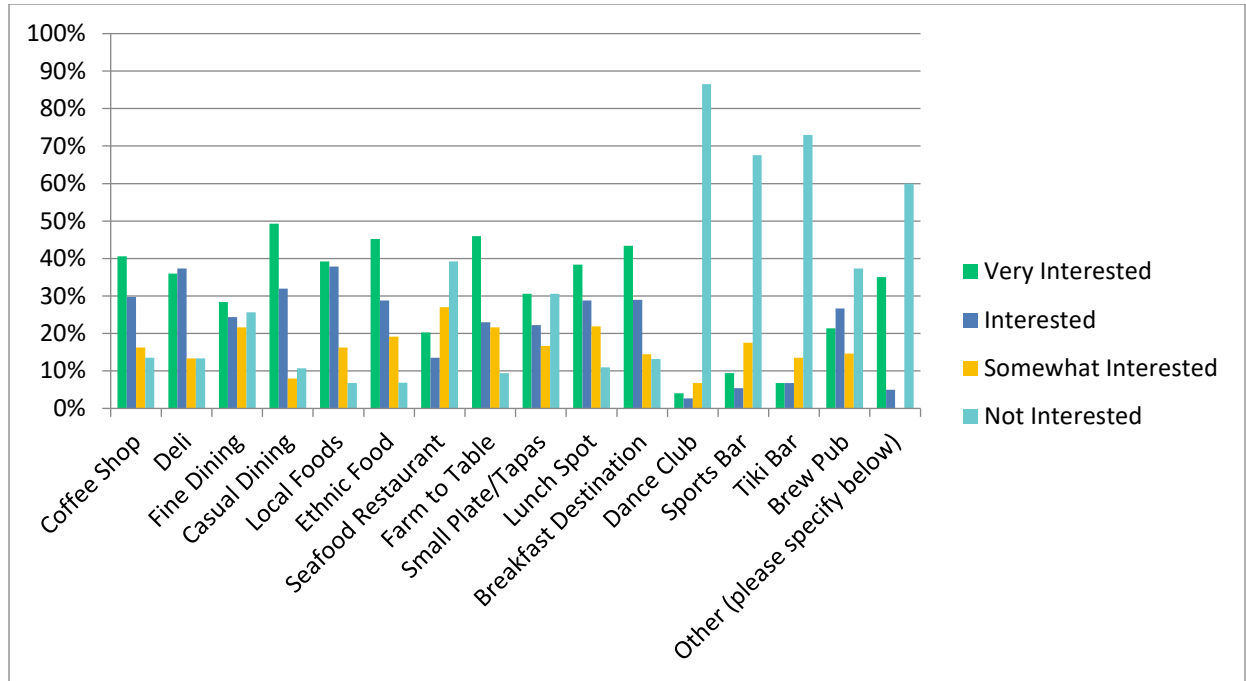


# Village of Shorewood Hills University Avenue Corridor Plan Public Meeting #1 Responses

## Introduction

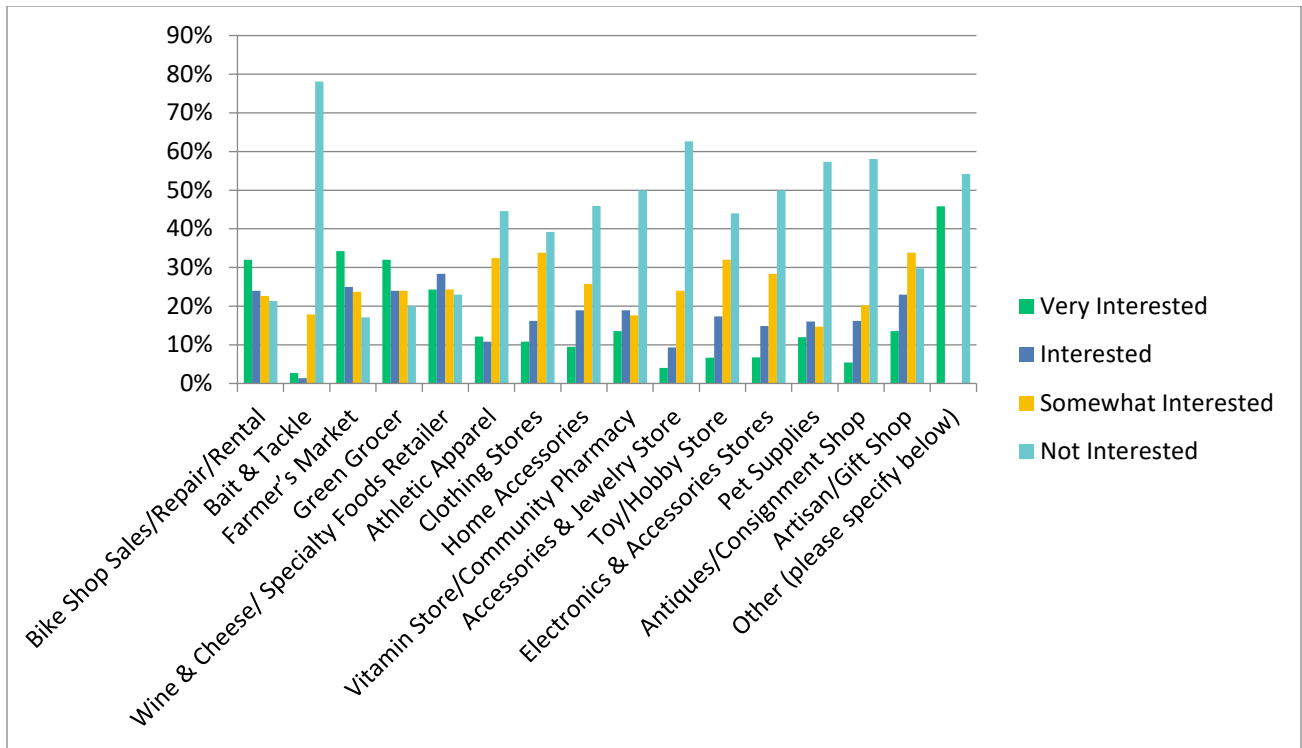
The Village of Shorewood Hills held two community engagement opportunities for the public to weigh in on their vision for the future of University Avenue. An in-person public meeting was held on March 15<sup>th</sup> and was attended by approximately 32 people. An online survey that was available from March 16<sup>th</sup> through March 31<sup>st</sup> and generated 63 responses. The following includes all combined responses gathered during the meeting and online survey:

## Question 1: What is your level of interest in the following Restaurant business uses?



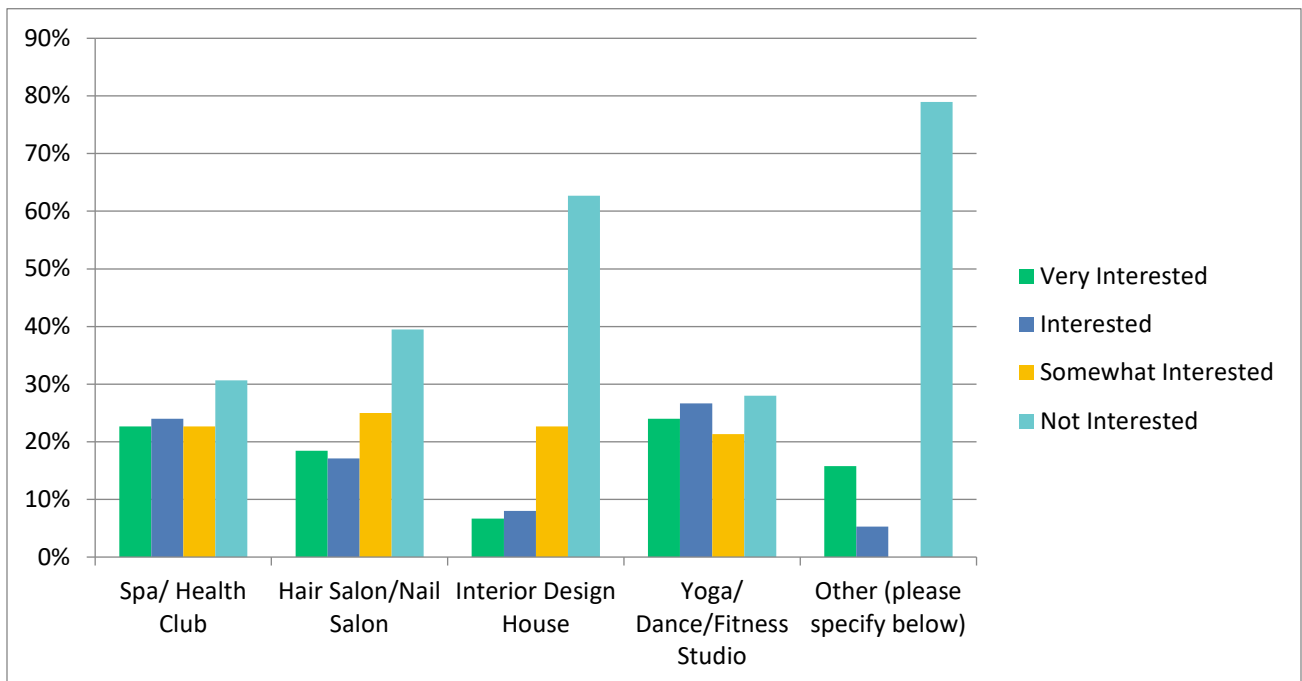
Question 1 additional comments: Vegetarian restaurant (2), other type of bar/café (2), locally-owned (2), outdoor covered dining, food trucks.

**Question 2: What is your level of interest in the following Retail business uses?**



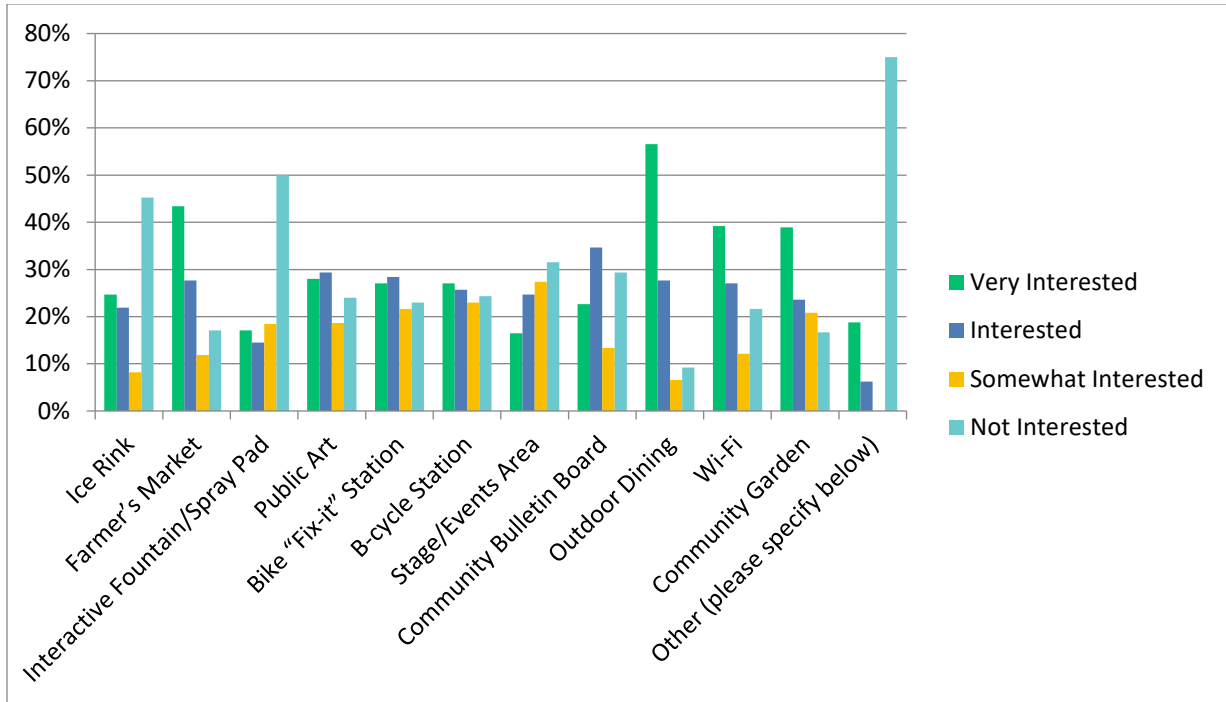
Question 2 additional comments: Bookstore (3), Flower shop, gas station, hardware store, sporting goods store, dry cleaner

**Question 3: What is your level of interest in the following Service business uses.**



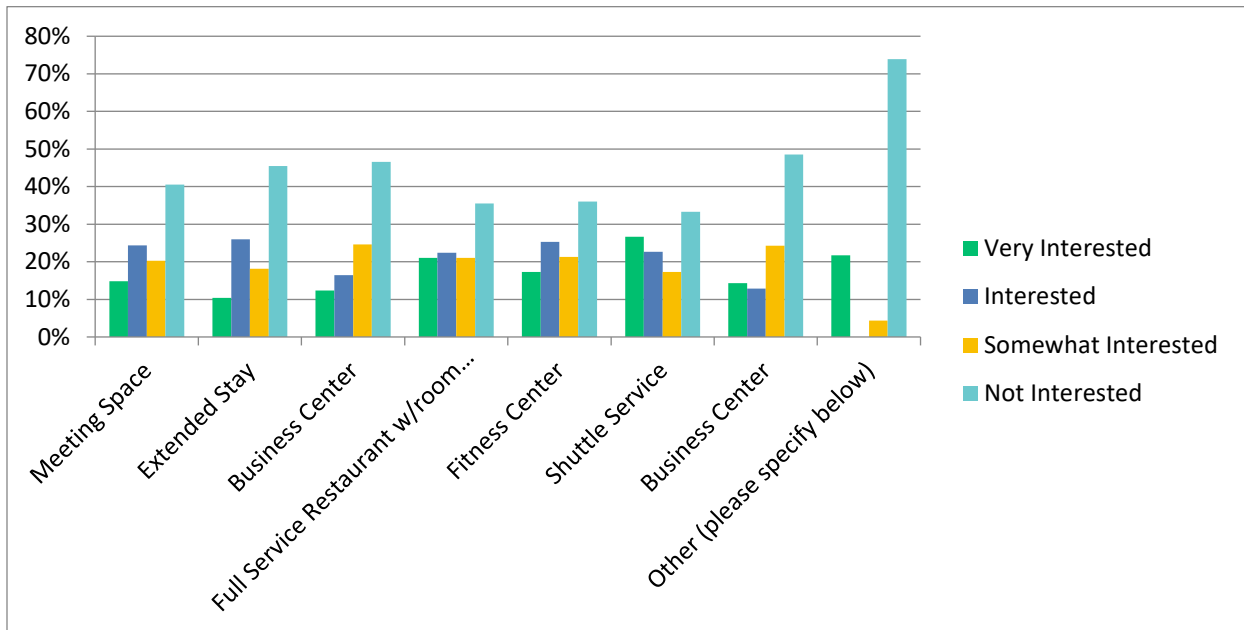
Question 3 additional comments: medical/health care, education, childcare, dry cleaning, craft store

**Question 4: What is your level of interest in the following Public Space Amenities.**



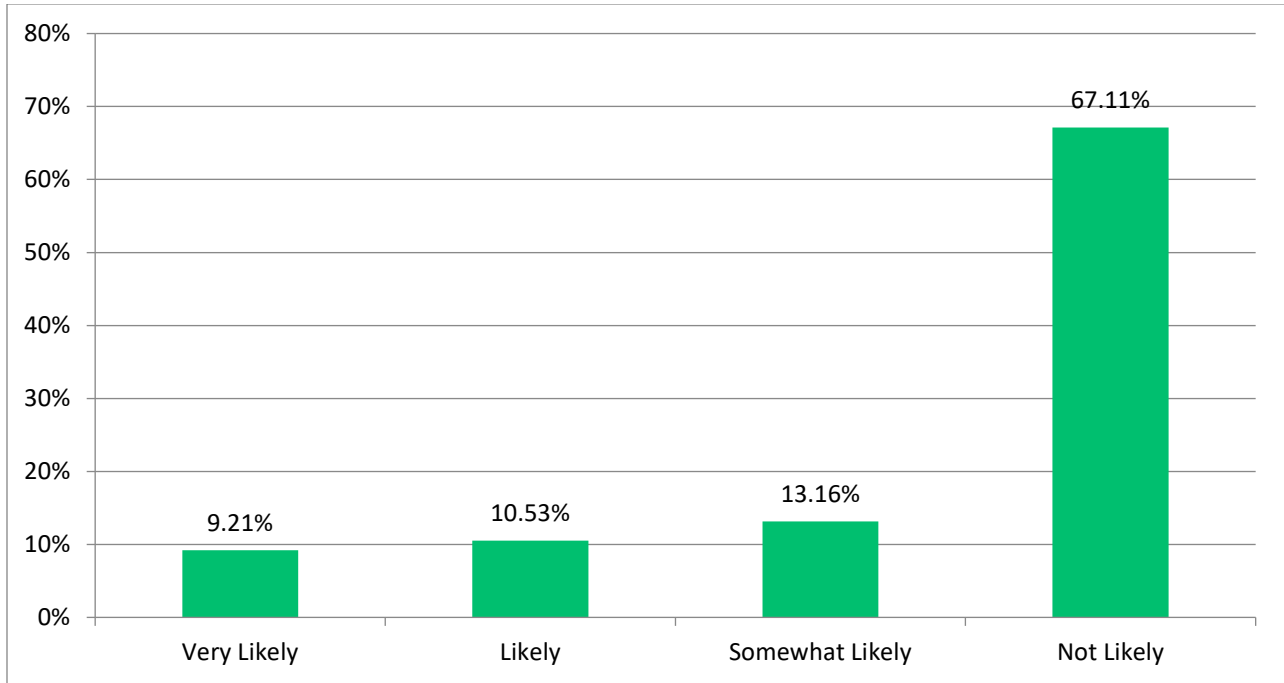
Question 4 additional comments: off-leash dog park (2), low maintenance facilities, update current pool facilities, music series at Heiden House, pop up markets/food trucks, ice rink

**Question 5: What is your level of interest in the following Hotel Amenities (What services should a hotel on site provide?).**

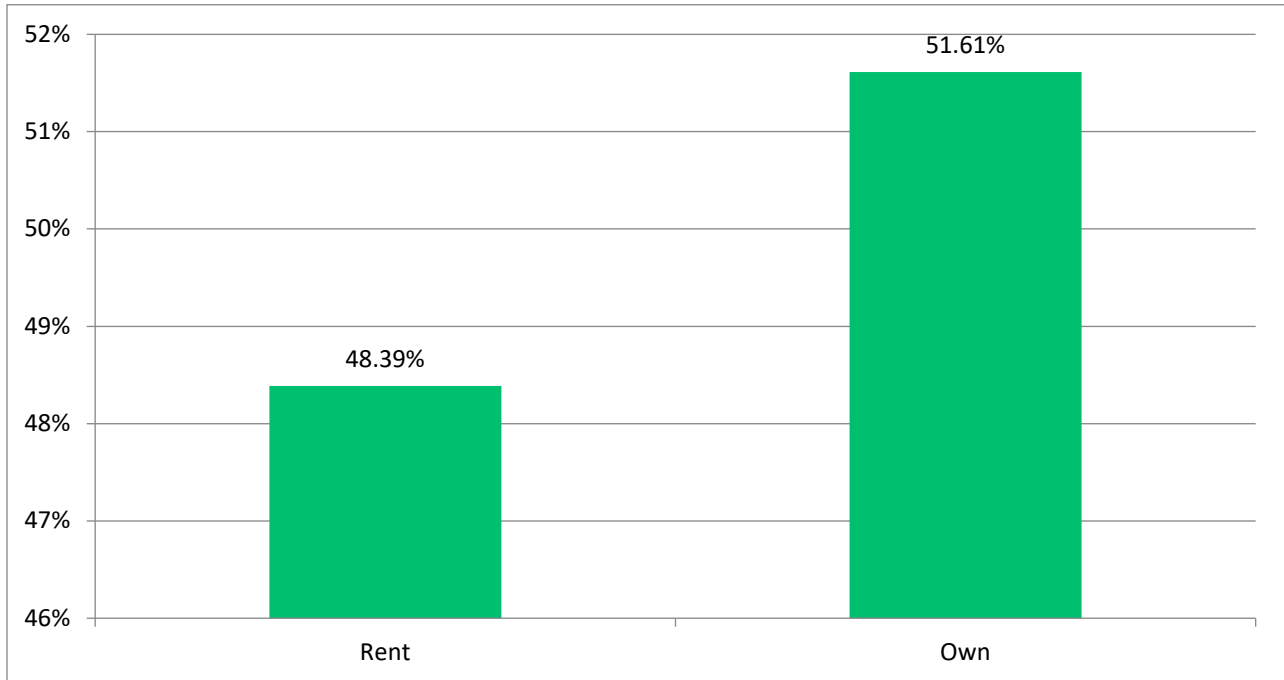


Question 5 additional comments: Pool (3), suites, shuttle to campus/downtown

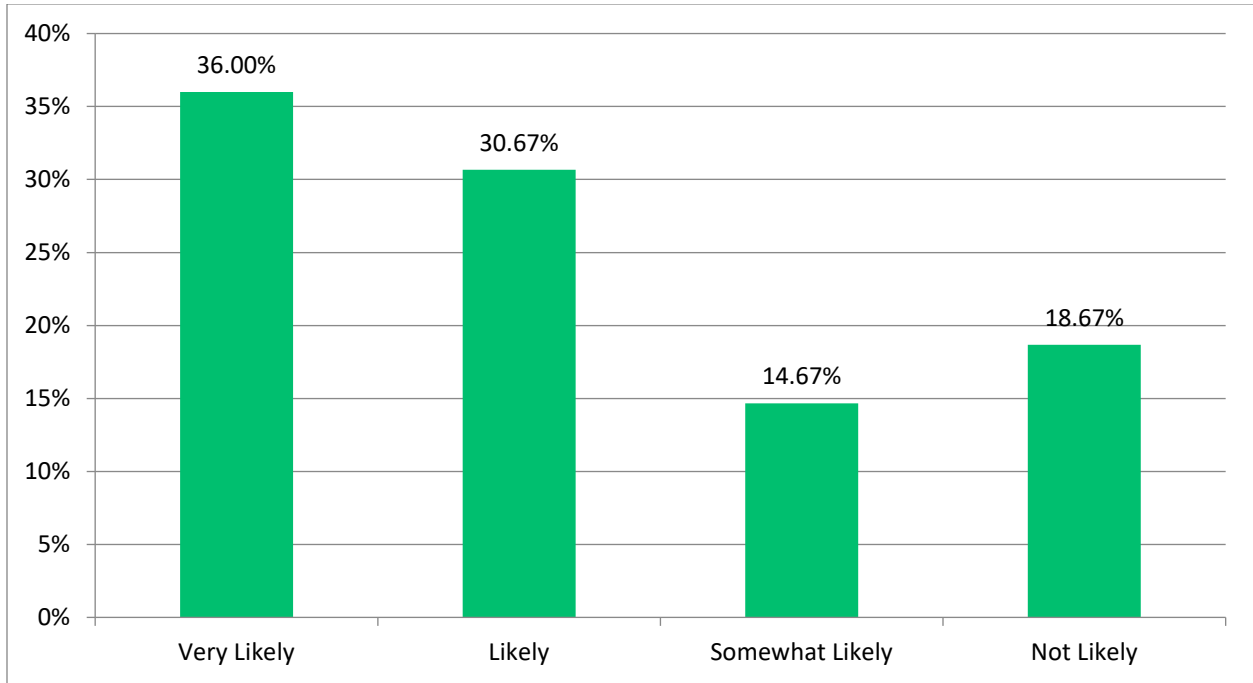
**Question 6: Would you live along University Avenue?**



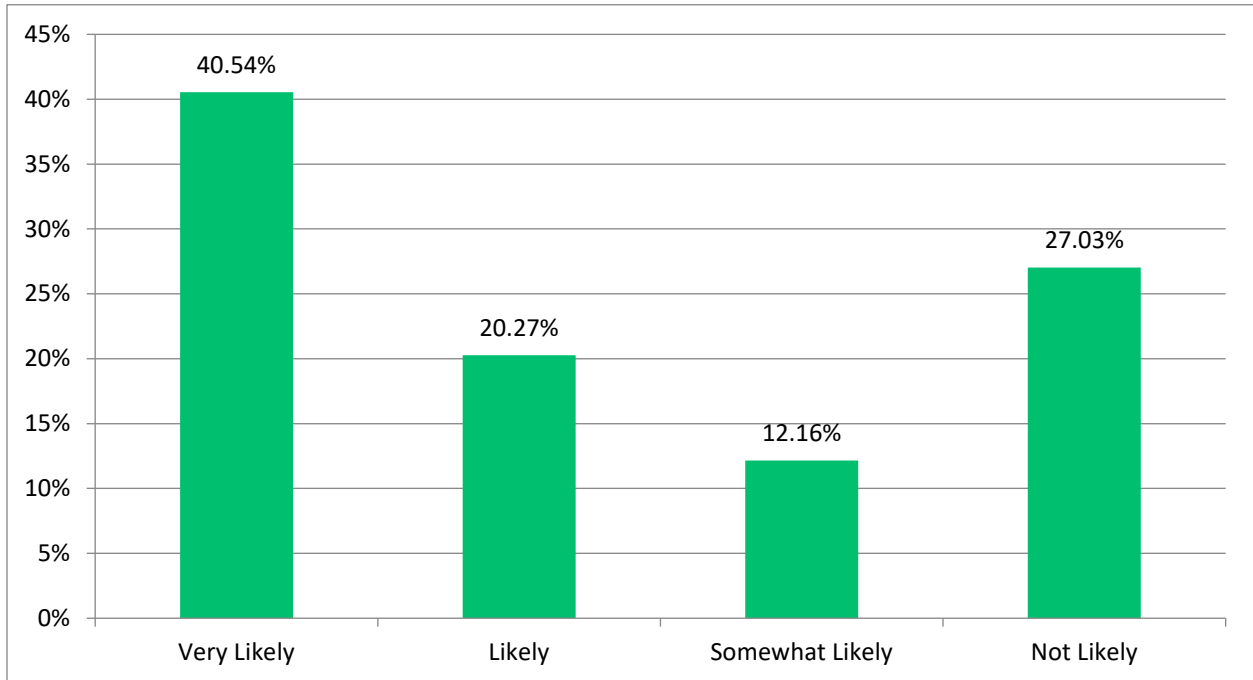
**Question 7: Would you prefer to rent or own along University Avenue**



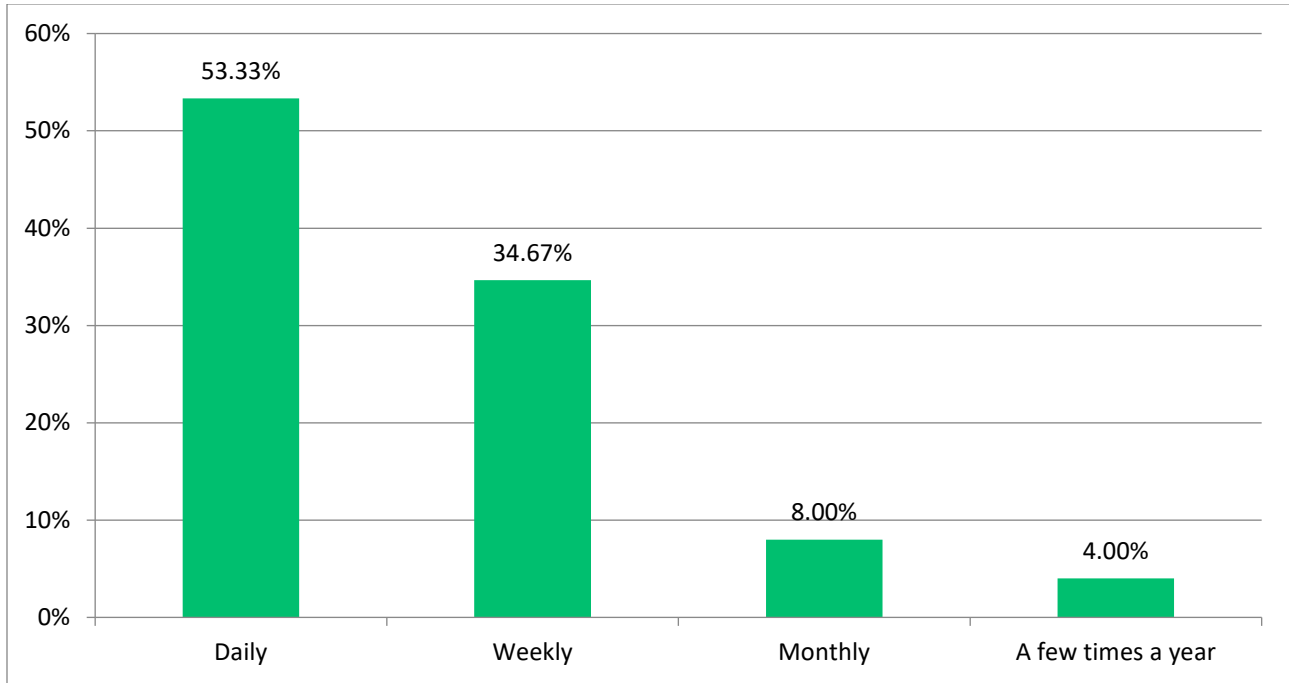
**Question 8: Would you recommend a friend to live here?**



**Question 9: Would you work here?**



**Question 10: How often do you see yourself visiting University Avenue?**

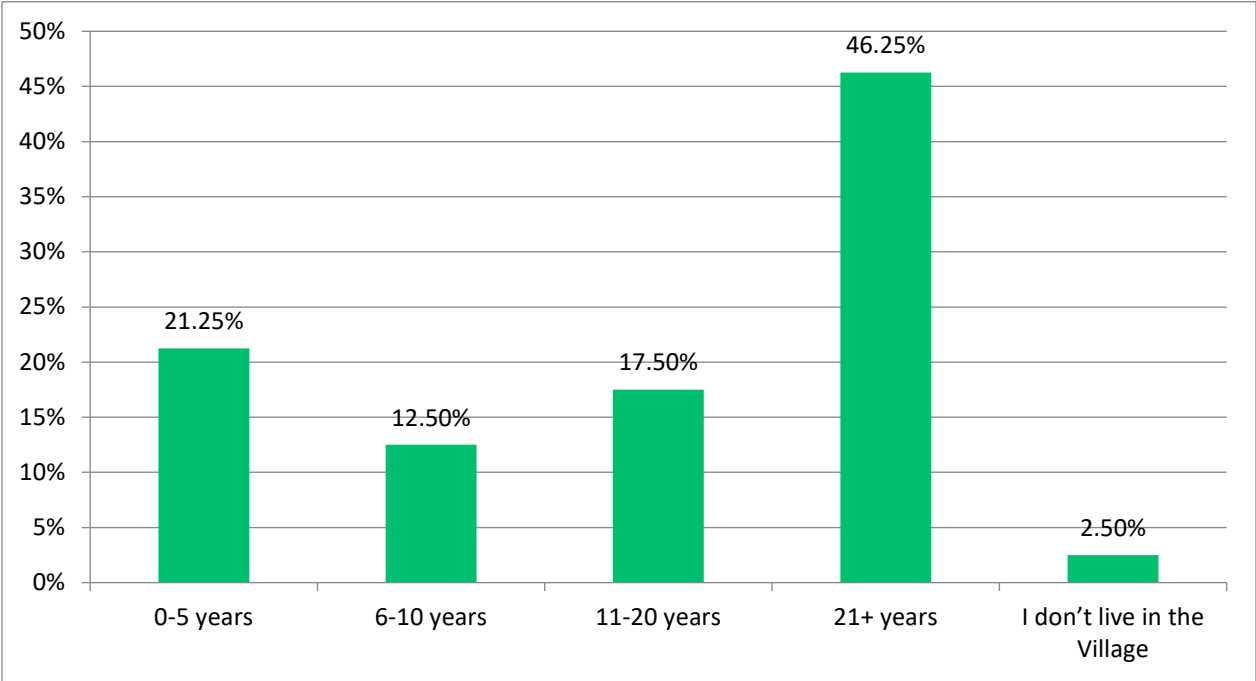


**Question 11: Please offer any additional comments you have in regards to your preferred business mix for the corridor.**

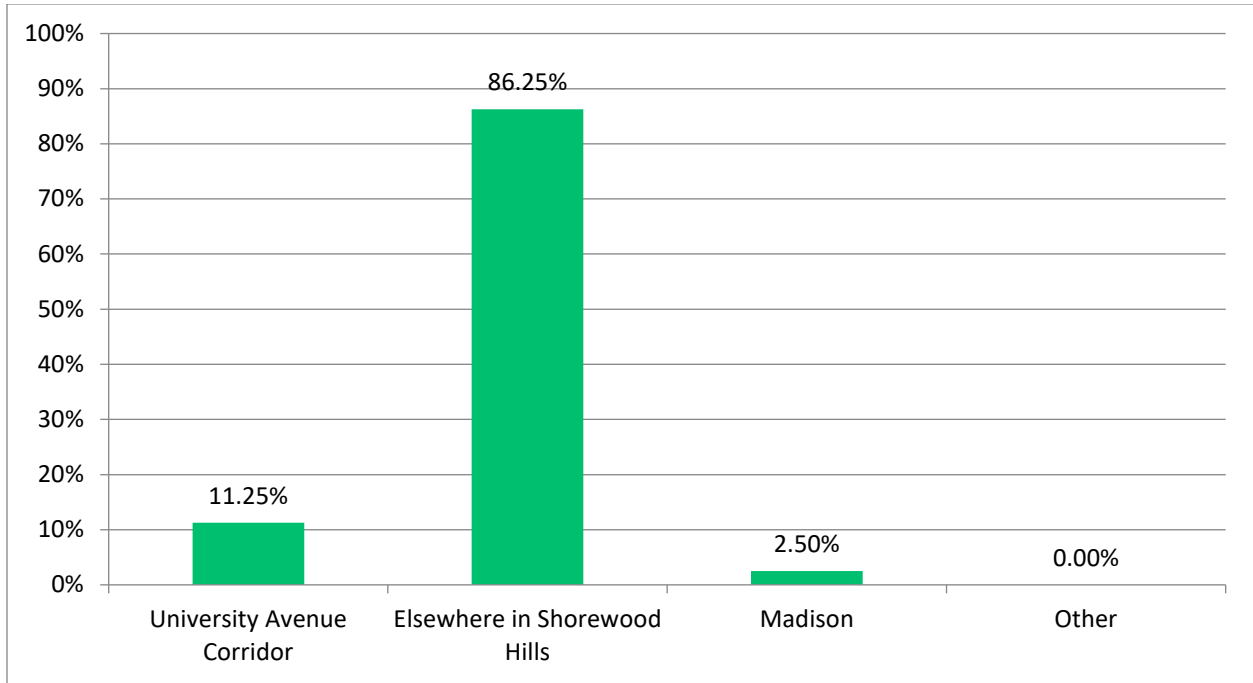
| 19 Written Comments Received   |
|--|
| Nothing that would encourage large crowds at night into the AM. No high buildings like a few blocks away on University Avenue. Places that are family friendly, moderately priced.   |
| My only preferred business mix is an active mix - limit parking, dense development, etc.   |
| Will visit(and spend money) if it's upscale and safe and makes Shorewood Hills desirable as a place to live.   |
| your choices are "pie in the sky"<br>GET REAL there is very little undeveloped land to build any business  |
| I live in Shorewood near University and want more restaurant options, but especially a neighborhood bar.   |
| More restaurants not affiliated with chains. Walking and biking between facilities. Indoor pool. Renovate community center. Reopen Logic.  |
| The University Avenue corridor currently offers high commercial demand and offers a path to reducing residential taxes for the Village. And I believe the demand is sufficiently high that another TIFF district is not necessary.   |
| I'd like to see places for neighborhood residents to gather: restaurants, shopping for food, postal services.  |
| Accesible to pedestrians, easier to cross from one side of U Ave to the other  |
| We should seek the highest possible density along the University Ave corridor. Having 2-4 story buildings is a ridiculous waste of space and tax base potential. More density means better services for all, and it's hard to imagine a corridor in our county better suited for high density development than University Ave. I have no interest in a hotel as there are already many hotels nearby. What our community needs is housing at all income levels, including condos for people who want a nice place to live that is easier to care for than a single family home but allows them to remain a part of our neighborhood and community. |
| Avoid high rise developments (ie hill farms). keep the area flexible including flexible green space that is functional for storm run off (read ch 4 Orphaned Spaces about Fargo ND green space developments). Prioritize pedestrian and bike safety (ie reduce car traffic off University) and make the area walkable. where cars park include charging stations! Use Solar and heat exchange pumps instead of gas gas gas.  |
| I think it would be wise to stay away form bars/sports bars that would attract people that could be drinking and driving given the area has so many homes and children nearby.   |

|   |
|---|
| Because I live in Shorewood I drive Univ Ave daily, and usually shop daily at one of the existing stores (Whole Foods, Walgreens, Coffee shop, pet store, penzeys). I still miss Borders Bookstore.   |
| I'd like apartments and businesses but also green space and nothing too tall. Bike parking by bus stops. Surface parking covered roofs with solar panels.   |
| Balance between rentals/owned (condo, etc.)   |
| Senior housing  |
| Leave Garden Homes out of the plan. There was a study for several years dealing with Garden Homes (2019-2021) with the whole Village of Shorewood Hills.  |
| The University Ave. Corridor truly needs a bike repair/bike sales/bike rental business to locate here! The area is a desert in that regard now; the nearest bike businesses are many miles away to the east (in the isthmus), west (far west side), and south.                            |
| I have lived and worked along this corridor for over 30 years. I would like to see more design focus on the human scale - more greenspace for wildlife. I am concerned we will make the mistake of becoming a concrete corridor for machines. Need more trees and open spaces for nature. |

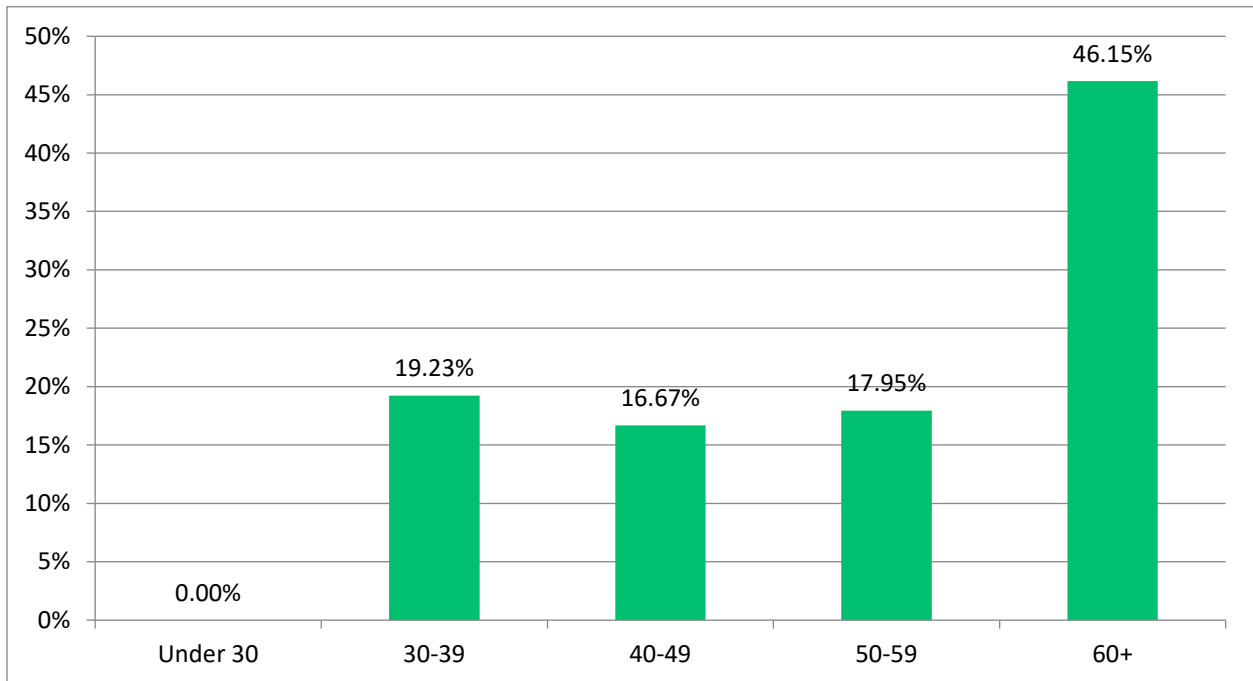
**Question 12: How long have you lived in Shorewood Hills?**



**Question 13: Where do you live?**

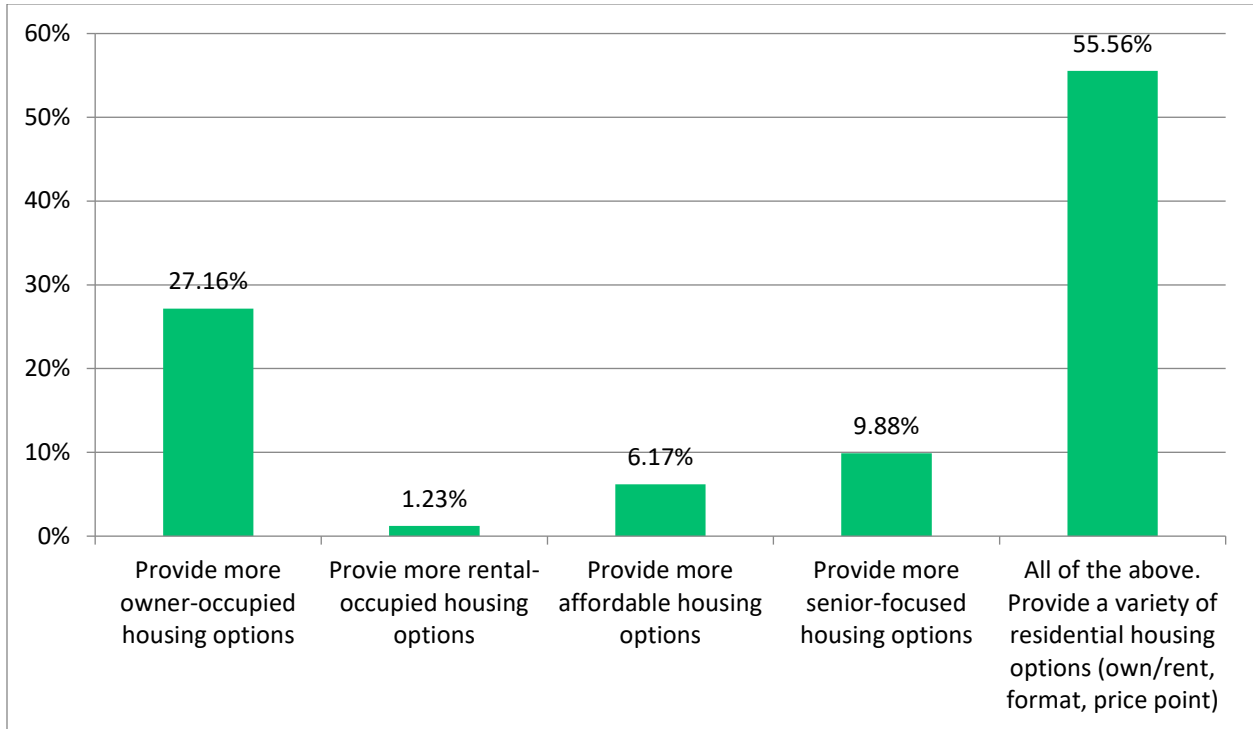


**Question 14: How old are you?**

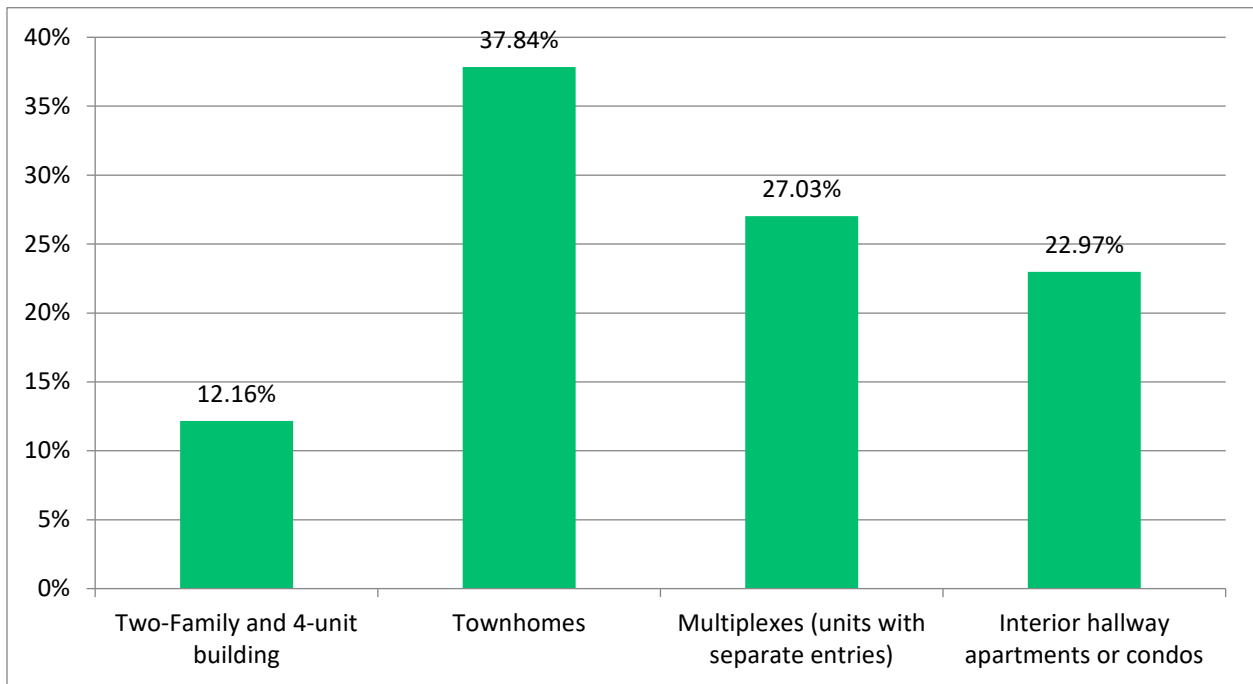




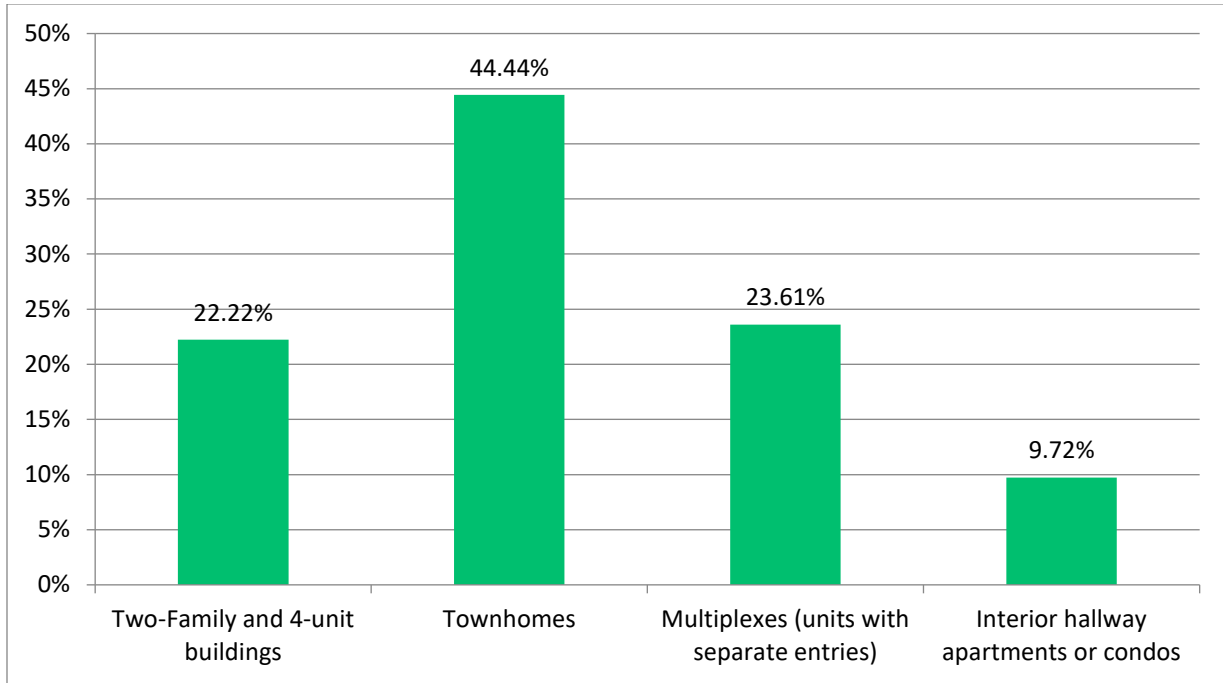
**Question 15: The Village should plan for residential land uses in the study area that:**



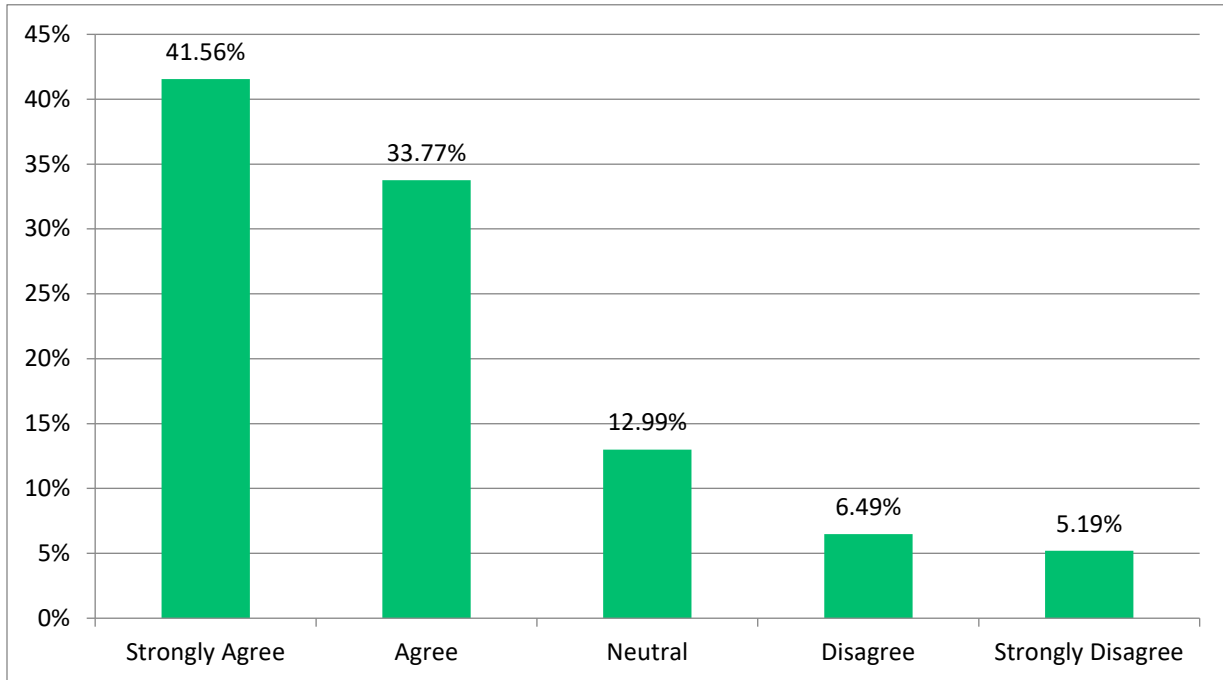
**Question 16: Along University Avenue, the Village should encourage which type of residential format?**



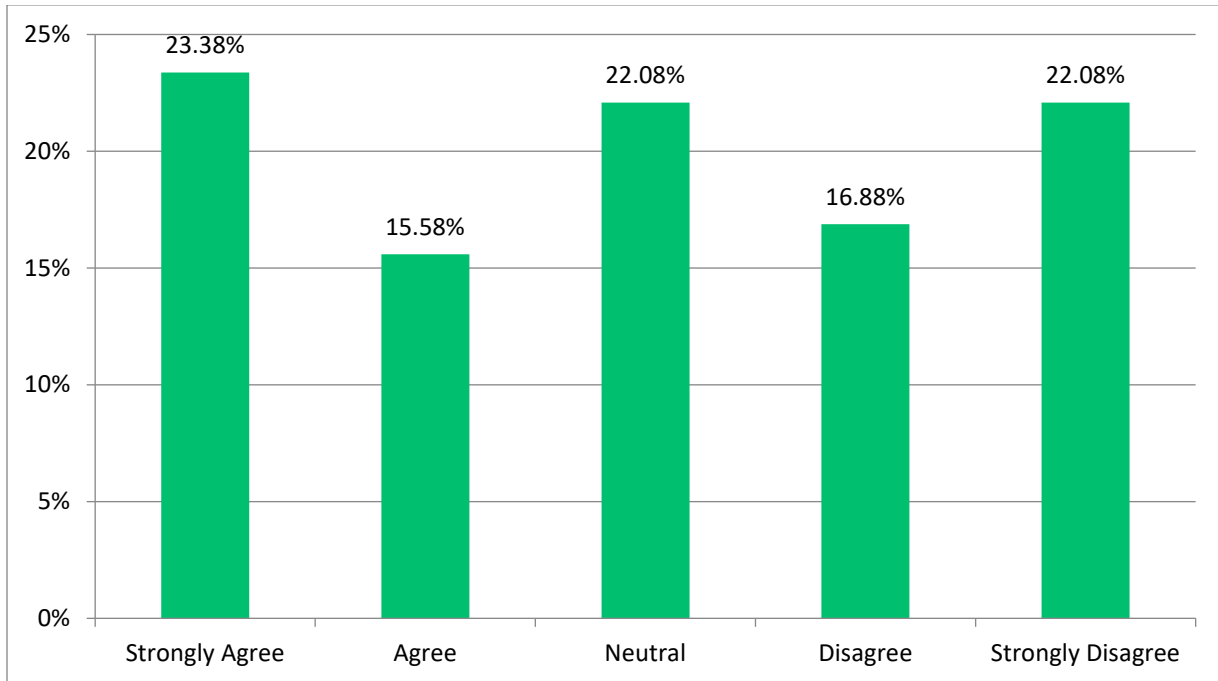
**Question 17: Along Locust Street, the Village should encourage which type of residential format?**



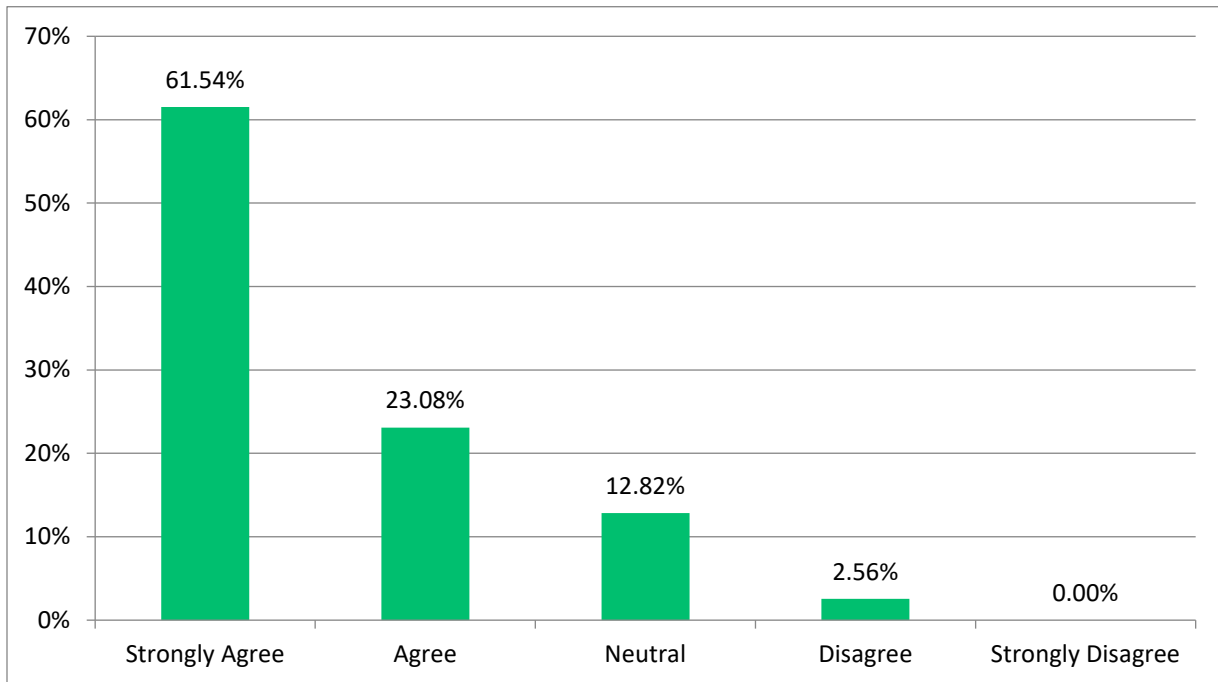
**Question 18: In the study area, the Village should encourage mixed-use buildings?**



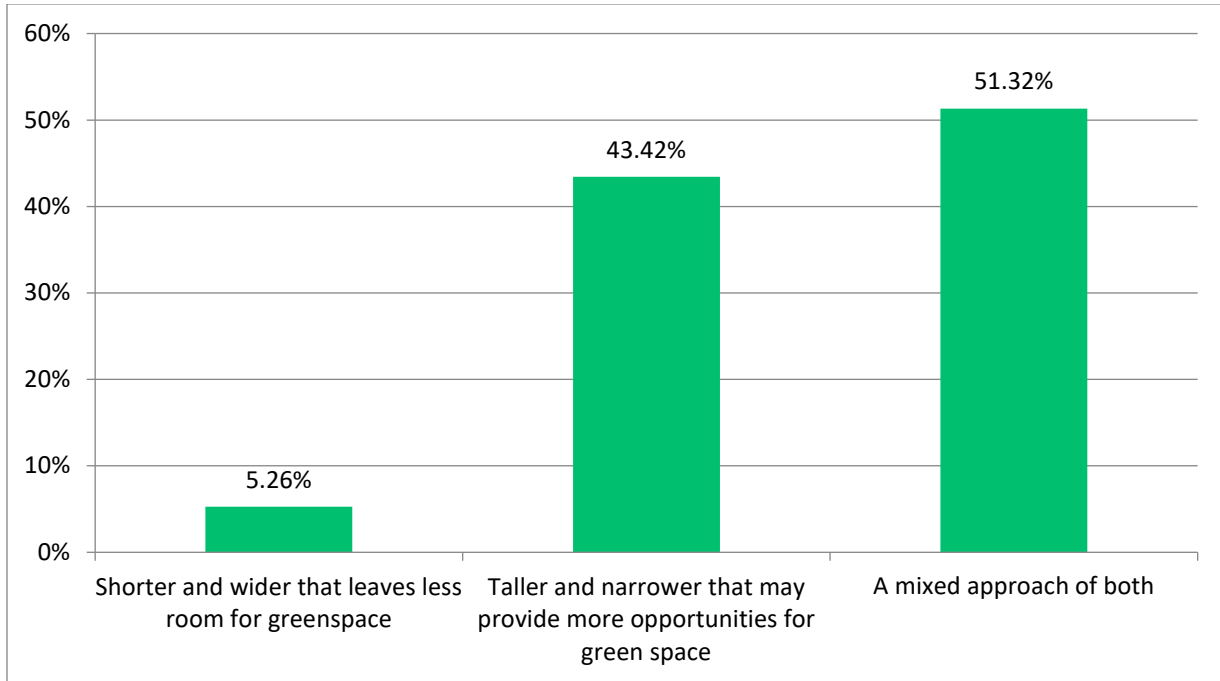
**Question 19: In the study area, the Village should reduce minimum parking standards for new development.**



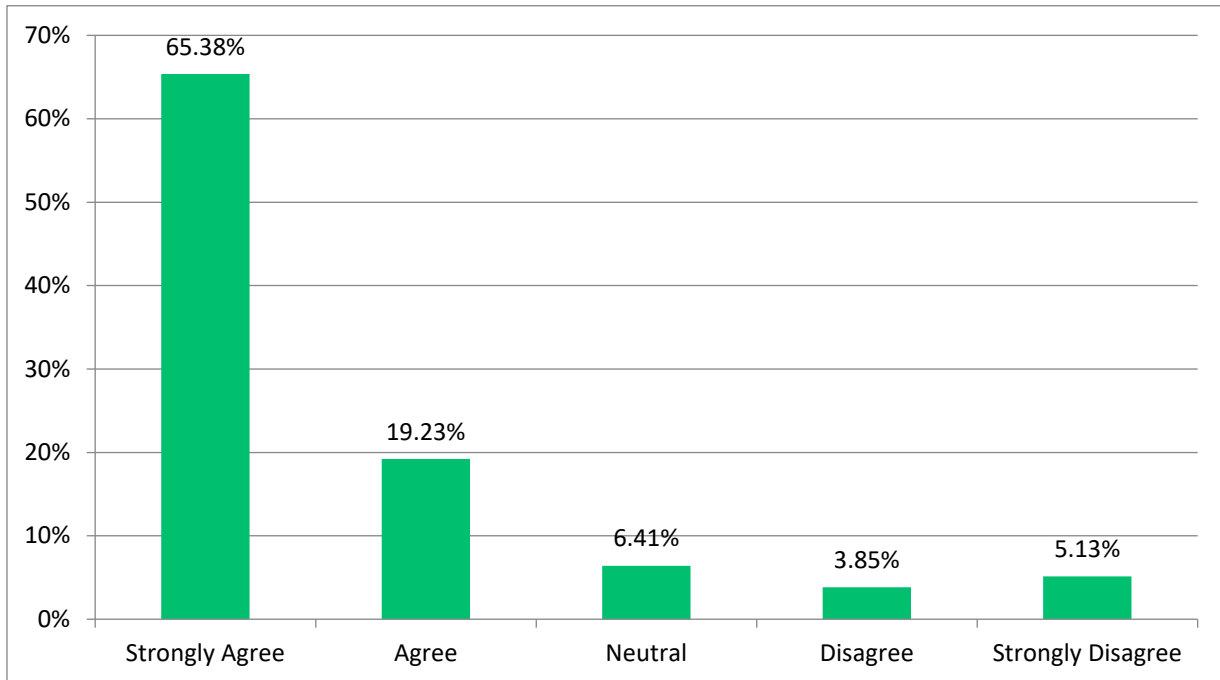
**Question 20: In the study area, the Village should encourage parking behind buildings or underground.**



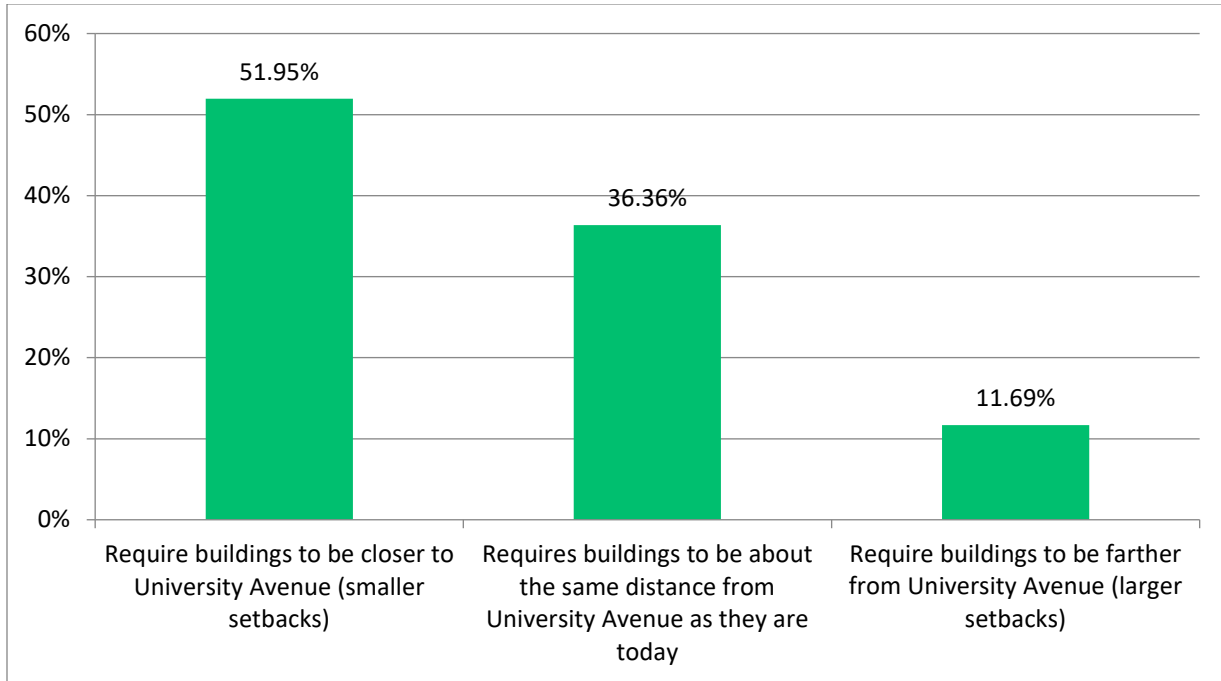
**Question 21: In the study area, the Village should encourage new development that is...**



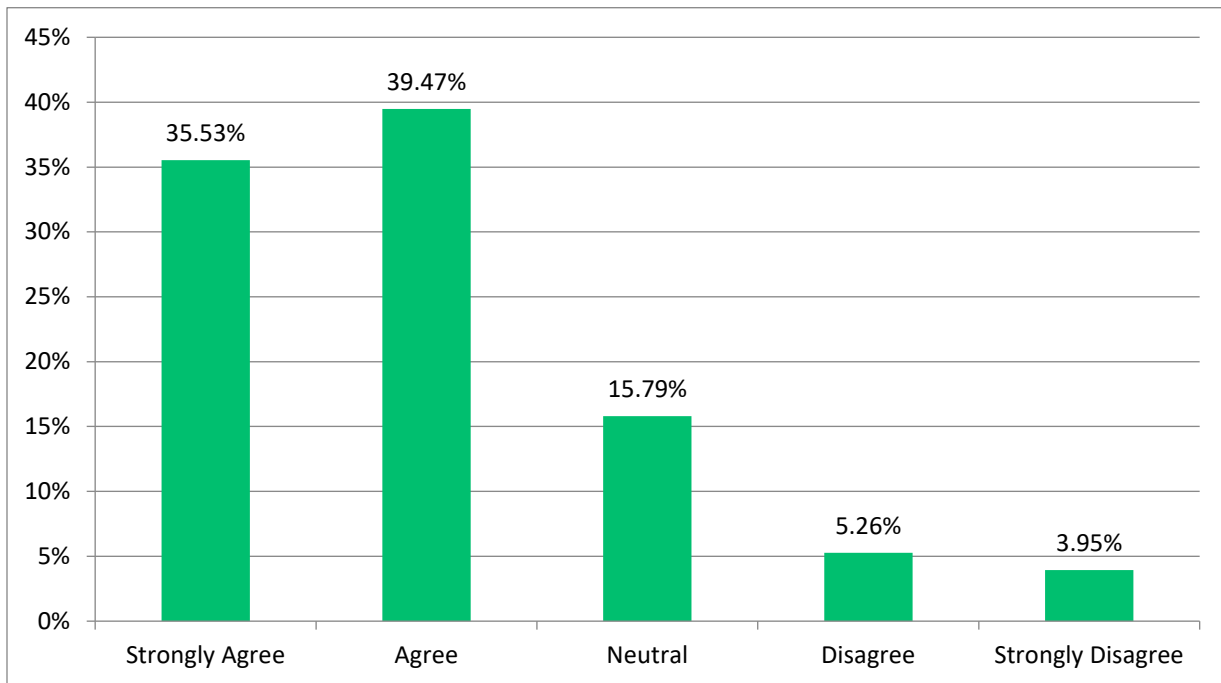
**Question 22: In the study area, the Village should require new development to include sustainability components like (energy efficiency, solar/wind, EV charging stations, etc.)**



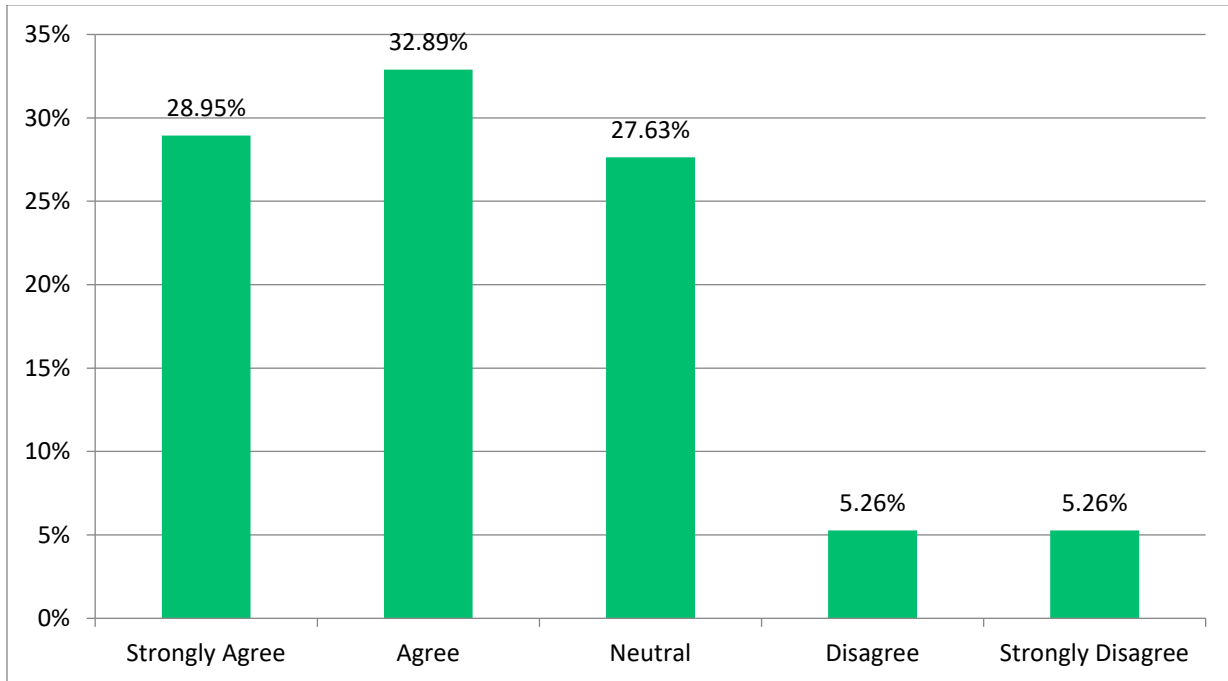
**Question 23: In the study area, the Village should encourage building and site designs that...**



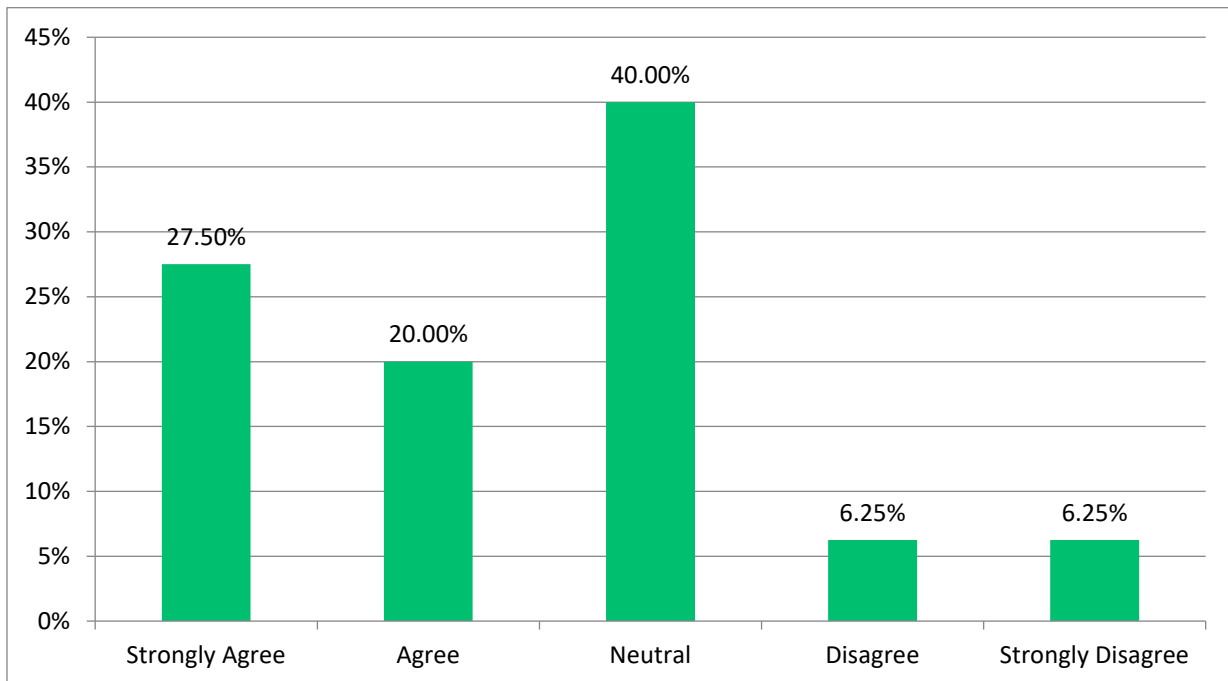
**Question 24: In the study area, the Village should allow taller buildings closer to University Avenue and shorter buildings closer to Locust Street.**



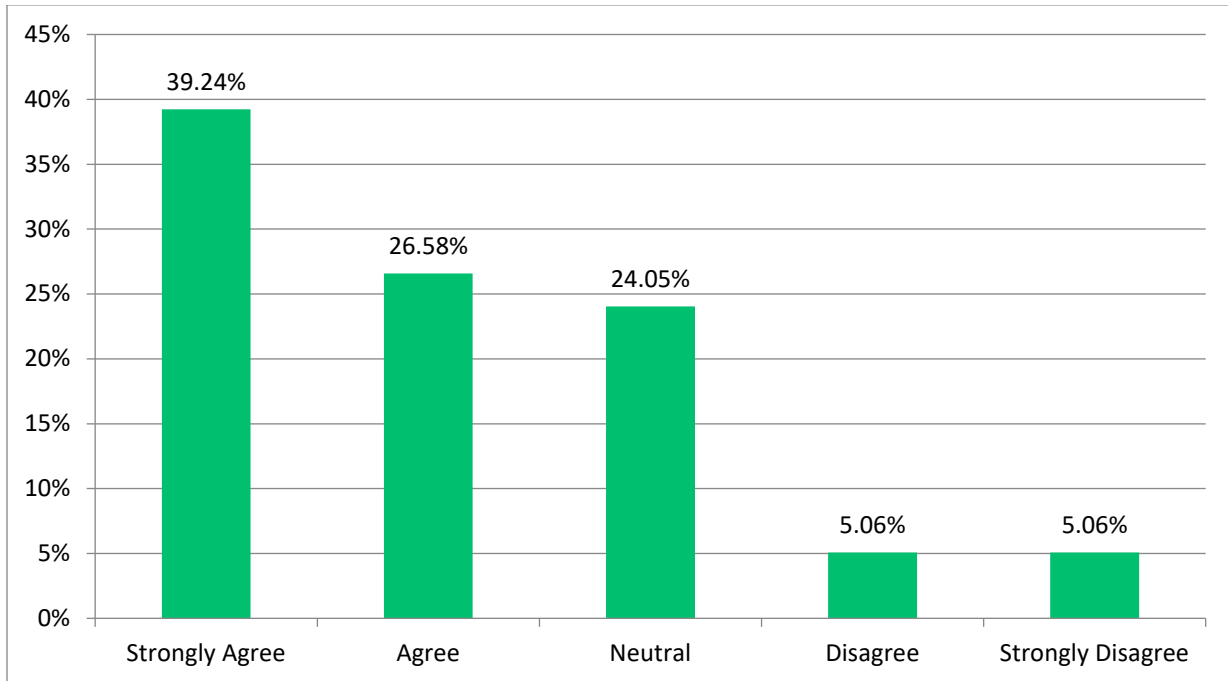
**Question 25: In the study area, the Village should encourage setbacks in buildings fronting University Avenue.**



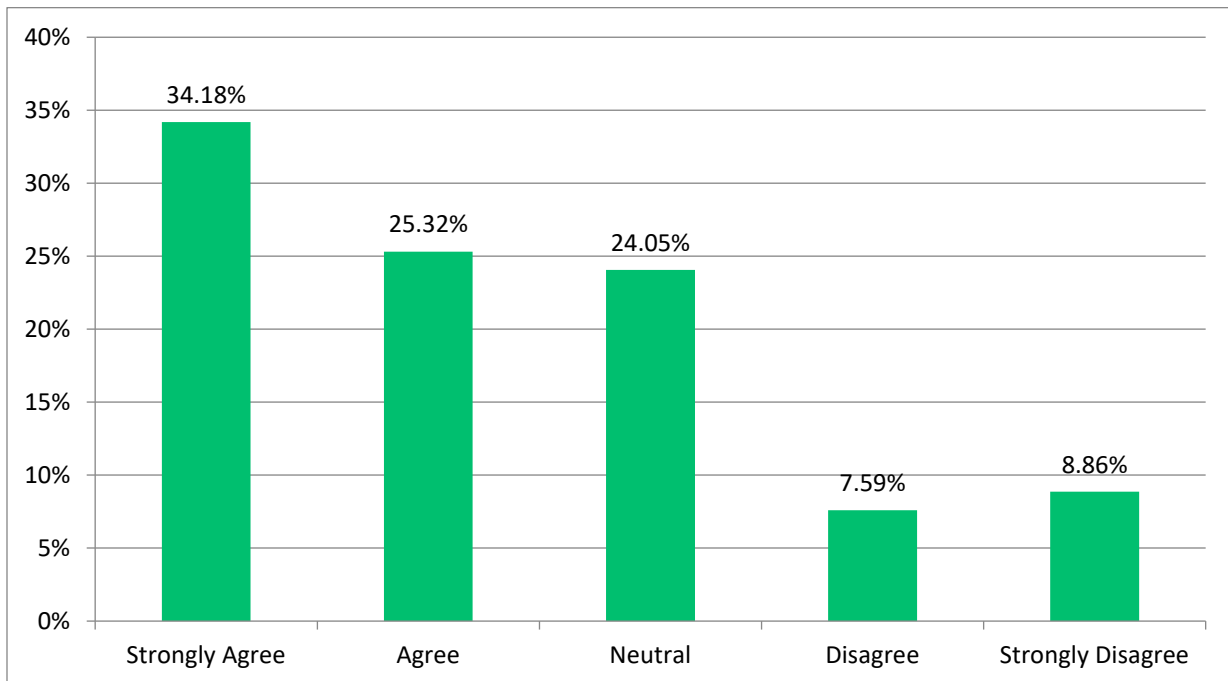
**Question 26: In the study area, the Village should create a clear identity between the Madison side of University Avenue (signage, streetscape, architecture, etc.).**



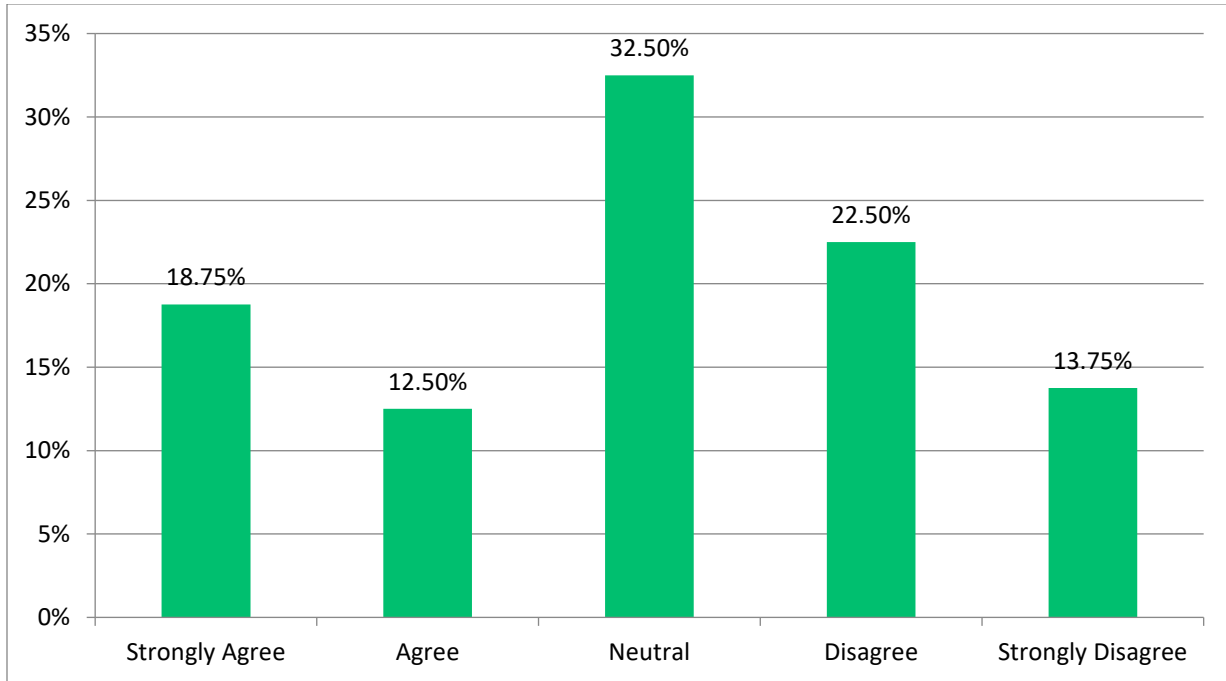
**Question 27: In the study area, the Village should focus pedestrian-activation activities toward University Avenue (storefronts, plazas, outdoor dining, etc.).**



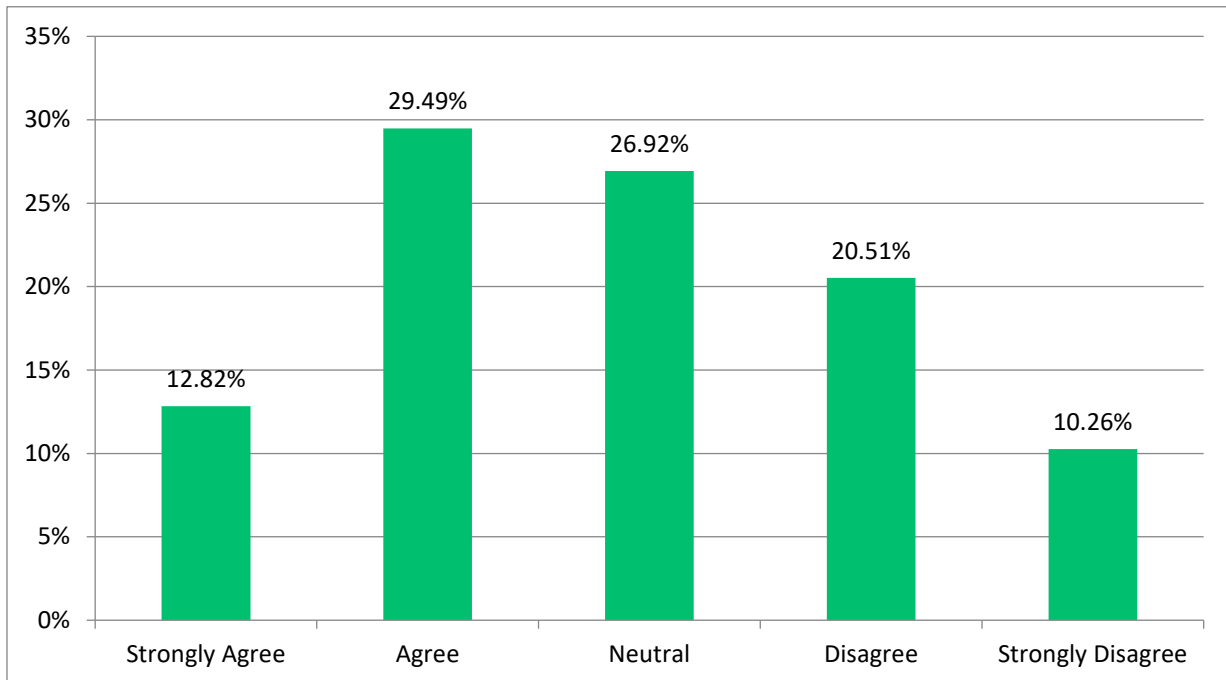
**Question 28: In the study area, the Village should focus higher density new development around the BRT stops.**



**Question 29: The Front Gabled storefront style is appropriate for the University Avenue Corridor.**

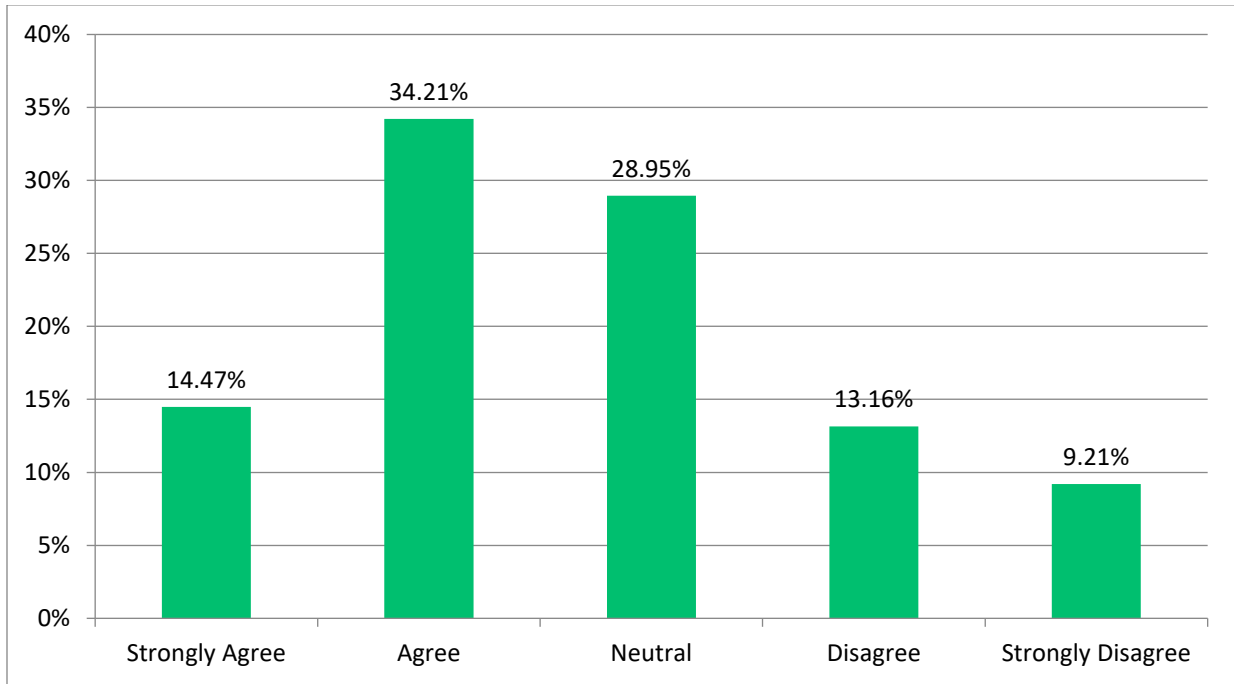


**Question 30: The Neo-Traditional style is appropriate for the University Avenue Corridor.**

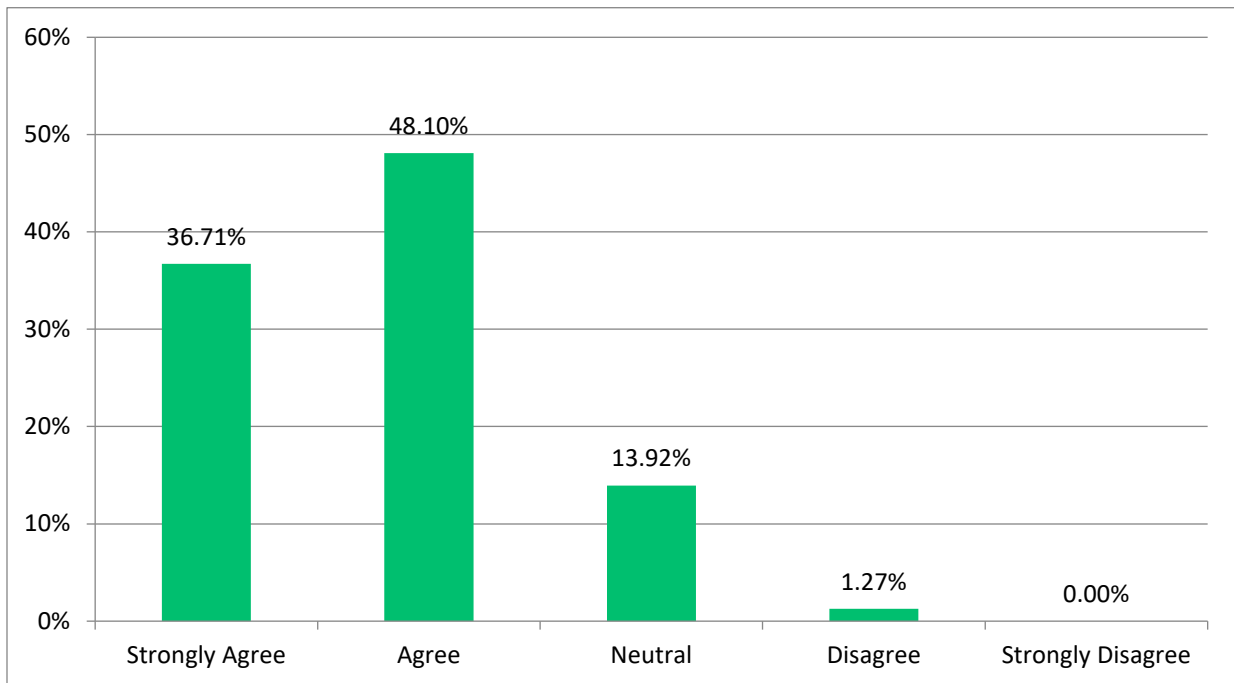




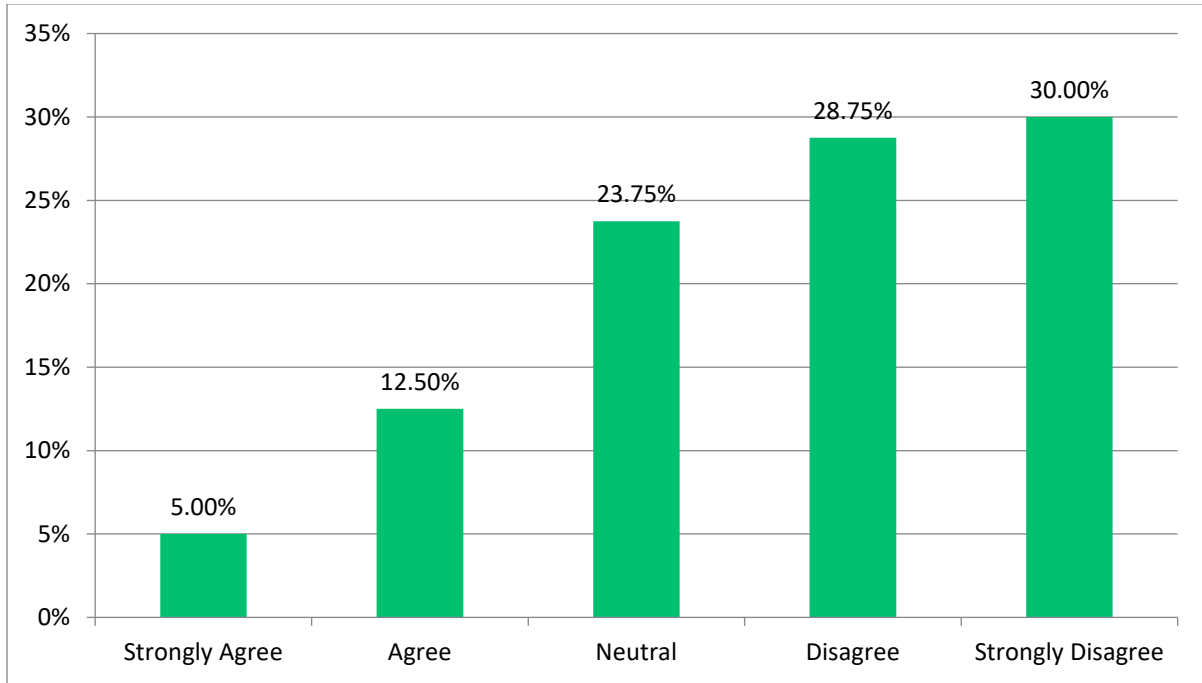
**Question 31: The Contemporary/Modern architectural style is appropriate for the University Avenue Corridor.**



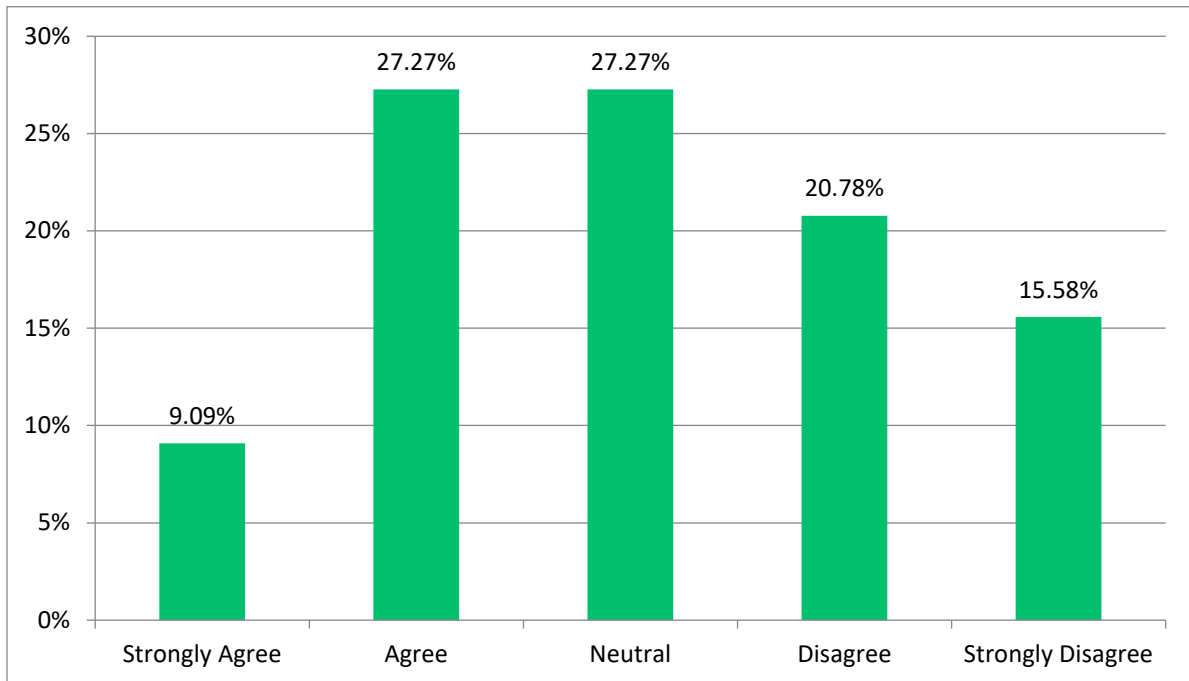
**Question 32: Brick or Stone is appropriate for the University Avenue Corridor.**



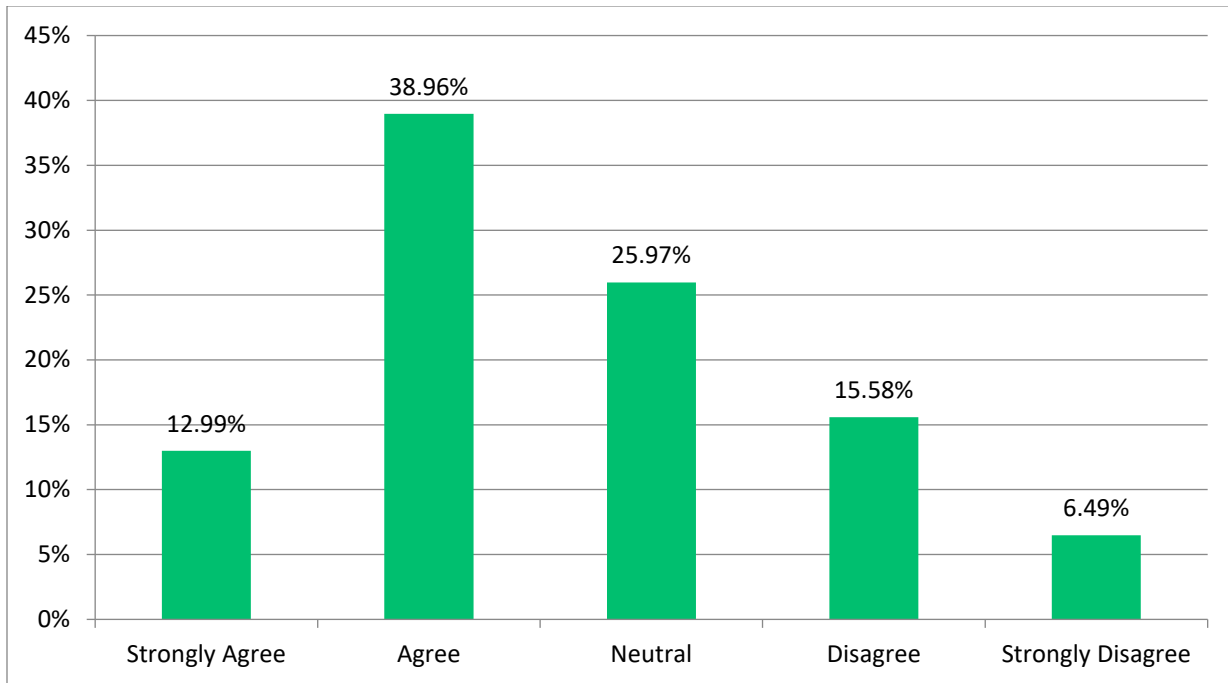
**Question 33: EIFS or Stucco are appropriate for the University Avenue Corridor.**



**Question 34: Architectural Panels are appropriate for the University Avenue Corridor.**



**Question 35: Wood or Wood-like Siding are appropriate for the University Avenue Corridor.**



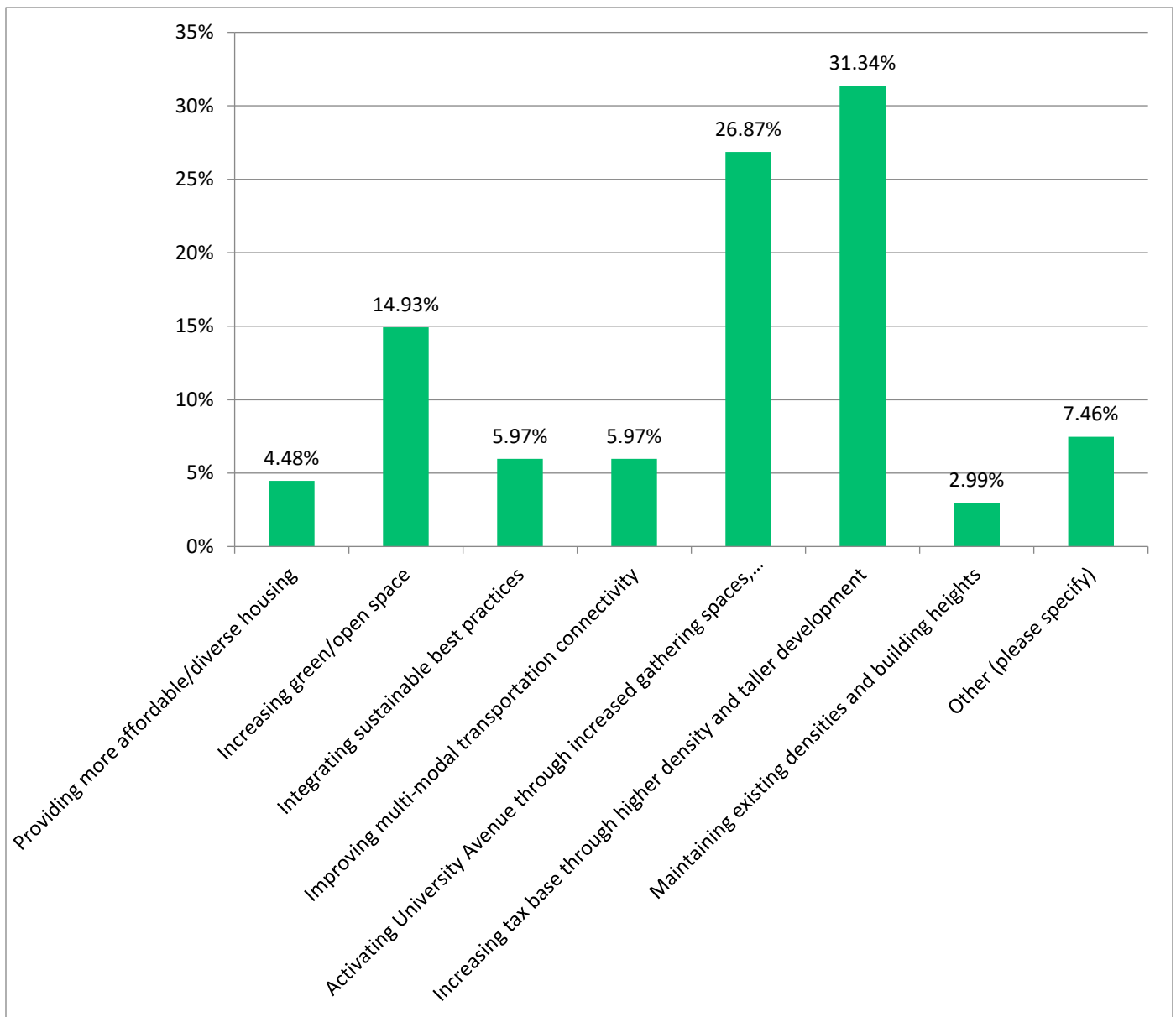
**Question 36: Finish this thought: The University Avenue Corridor should be a place where...**

| 56 Written Comments Received  |
|---|
| I can take care of most daily shopping and errands.   |
| Tall, dense development is encouraged without one thousand requirements chasing investment away   |
| alternatives to single ride automobile traffic are implemented to sustain commuter needs while providing increased safe mobility via bus, bike and pedestrian traffic                                   |
| It's easy to drive, park, walk, bike and get to stores to shop and spend money. It should be upscale, esthetic and SAFE   |
| Traffic moves along at 40 MPH and people pass thru. It's a concrete corridor. Get over it. The Univ Ave corridor was sacrificed long ago. Your ideas are like putting lipstick on a pig.                |
| I feel invited to walk around the shops   |
| we can easily get to by walking from the village and feel SAFE as a pedestrian.   |
| People want to be seen  |
| it is convenient to work, live, and play  |
| Residents can easily and pleasantly walk to restaurants and businesses.   |
| Residents and commuters feel welcome to spend time as needed - for short or extended times, given multiple options as destinations, and don't face extended wait times moving across University Avenue. |
| You can walk to get what you need, but it's also not a place you want to avoid if you're driving. There are a bunch of good places to eat and drink.  |
| walking, cycling and mass transit are prioritized over cars   |
| ... people who live in the area can shop, dine, and work.   |
| Pedestrian traffic is the priority... not cars.   |
| Village residents can walk, bike or easily park at shops that are desirable additions to the neighborhood.  |

|  |
|--|
| You can't have a comprehensive plan leaving out a key area of the corridor just because the village president lives there. This makes the entire study a joke.   |
| Shorewood Hills offers an inviting, 'front porch' vibe to complement the development at Hilldale.  |
| buy groceries and breakfast within walking distance. parking should all be underground. back of shops should face univ ave.  |
| All gel welcome  |
| people can walk around safely and access buildings without going through parking lots, and where more people can live affordably   |
| you can get all the services you need for day to day life  |
| people gather.   |
| many people live in high density development.  |
| a person feels safe with a mix of housing and retail space.  |
| Neighborhood gatherings happen, people feel more inclined to walk to than drive  |
| Beautiful tall buildings (apartments and condos) house thousands of people, with some retail, restaurant, and commercial spaces below and hidden parking. We desperately need more housing and in VoSH specifically high end condos will help people remain in our neighborhood as they age and free up more SFH for families. We also need more mixed income and affordable apartments and condos. MORE density is necessary! |
| meet with friends, get shopping done, feel safe to walk  |
| all people feel comfortable accessing.   |
| People can live, work, and gather.   |
| is consistent with the village, friendly feel of Shorewood.  |
| you can get everything you need in walking distance to your home   |
| Families from Shorewood can gather to eat, drink and shop.   |
| High density housing and retail space provide residents and pedestrians space for recreation and commerce while reducing reliance on personal vehicles and opening the village to more residents.  |
| People can walk and bike in safety and green space to shops  |
| traffic safely allows for entrance into Shorewood (by car, bike and pedestrians)   |
| Residents gather and dine. It should also be our money maker as it is some of the only commercial space we have. It is very short sighted to bury our heads in the sand and not analyze garden homes in this study. It is extremely inefficient to exclude now to only have to re examine later. It is not if it is a matter of when.  |
| A pedestrian and cyclist friendly area with dense commercial and residential buildings.  |
| People can live, work, shop and recreate   |
| Vibrant streetscape facing University Ave. and more residential on Locust with wider bike path and coffee shop.  |
| University Ave. is corridor for traffic any divergence from that is a disuse of the only thoroughfare into Madison. All buildings must be directed toward the north as University Ave is for car traffic.  |
| Village and Madison residents can easily walk to meet many various needs. Additional affordable housing to increase diversity in the neighborhood. Mixed-use and higher density along University Avenue. Greenspace along Locust.  |
| High density - no single story   |
| People can walk - green space in the middle of the corridor. People can shop, eat, and hang out.   |
| Live, gather, and experience   |
| Sustainable development  |
| People live, gather, can walk to buy what they need, can walk to public transit for work. I would like to see more social options, more green, character in human scale, like the rest of the village - not too tall - see the sky, trees, birds. Some affordable housing for sale as well as rent.  |
| Composed almost entirely of natural open space, such as an arboretum   |
| Mixed use with lots of green space. A transitional area between the city and a residential area.   |
| There is easy access to vibrant activity where the village meets the City. It is safe and welcoming to all pedestrians, bikes, kids, seniors. We are a Village.  |

|   |
|---|
| It is identified as our Village (destinations), a place that people enjoy using the space (green space), businesses are not mega - suitable for a village, ingress/egress safely, a little surface parking lots as possible |
| People should be comfortable to live in their home.   |
| People live, work, shop, eat, drink, meet, and relax.   |
| Green space is incorporated into development to soften the effect of taller development and increased density. Space should be provided for bicycle parking for someone using BRT.  |
| Living beings can interact safely. People/wildlife. Be vibrant outside of driving cars and buses. Promote sustainability and civility with respect to inviting density with reason.   |
| Useful businesses that support Village residents and build community.   |
| Residents can walk and bike to necessities, recreation, and entertainment.  |
| the community needs housing   |

**Question 37: As the University Avenue Corridor evolves overtime, the Village should focus on (select your preferred option):**



**Question 38: What are your top three priorities for the future of the Corridor over the next 10-20 years?**

| 52 Written Comments Received   |
|--|
| Increase tax base  |
| Increasing tax base, increasing convenience of having most common shopping/dining needs just a bike ride away.   |
| To not interfere with the atmosphere of the current residential part of the village. To make at least parts of the university avenue section affordable and attractive to moderate income folks.   |
| reduce the amount of space used for parking, increase the number of residential units in the corridor, dedicated transit right of way  |
| Driveability, improvements and nice stores and venues, avoid urban decay. Do not build around BRT  |
| to survive the disaster in the making  |
| Sustainable projects   |
| A sense of community<br>Walk ability<br>Safety   |
| 1) avoiding car traffic<br>2) increasing public transportation<br>3) increasing housing density, inclusive of low income and senior communities  |
| 1. Easy commuting downtown or west.<br>2. Sustainable, forward-thinking destination creations.<br>3. Some kind of bar!   |
| 1. Increase the tax base.<br>2. Improve the volume of amenities.<br>3. Reduce train traffic.   |
| 1. Preserve the character of the village.<br>2. Prioritize business over residential development but avoid creating unattractive strip malls.<br>3. Encourage locally owned businesses (selling locally created products).   |
| Desirable amenities, desirable neighbors, low crime  |
| tax base, increased density and aesthetics in construction   |
| Better use of current parking lots. Better connectivity in bike path along rail corridor. Develop Garden Homes area with multi-family townhomes apartments, and address the drainage challenges.   |
| tax base for the village<br>shops within walking distance, especially groceries<br>sustainable best practices  |
| Access, public transportation, welcoming   |
| - safe place for kids<br>- variety of businesses for leisure<br>- pedestrian access  |
| Increase density of population and access to public transportation. Increase walkability and gathering spaces.   |
| Build structures that will last and be fire safe.  |
| Better pedestrian access, off leash dog park, more coffee-shop/casual dining options   |
| 1. Tall buildings/high density housing<br>2. Improved transit and bike infrastructure<br>3. Better public spaces and services - trees, community center, amenities.  |
| Access, safety, highly used  |
| 1) Preserve and enhance Village amenities that improve quality of life. (Easy walking/biking access to stores, restaurants, and transit.)<br>2) Grow the tax base to support the Village<br>3) Embrace sustainable practice, particularly pedestrian/bike focused streets. |
| 1. Aesthetically consistent with Shorewood Hills neighborhood.<br>2. Diverse use of housing, restaurants, and retail.<br>3. Uses sustainable practices.  |

|  |
|--|
| More green spaces<br>Make more pedestrian friendly<br>Continue to increase the number of LOCAL shops and restaurants   |
| Create more of a community at the base of Shorewood.   |
| 1) The corridor should include the Garden Homes, which have vacant parcels ideal for high density development along university.<br>2) more housing and retail/restaurant space<br>3) the elimination of parking minimums to free building space and reduce the use of personal vehicles, as the village is close to public transport and bike paths. |
| Green space<br>Affordable housing<br>Sustainability  |
| Money money money  |
| Development of Garden Home neighborhood so that it contributes to Shorewood tax base.  |
| Dense affordable housing. Prioritizing pedestrians and cyclists over cars. A variety of commercial shops filling residents' needs  |
| Improved livability - more mixed price housing including a significant quantity of affordable housing. Better pedestrian access, preferably set as far back from the loud, dirty, busy street as possible. Supporting and expanding shopping opportunities to keep this area a top regional shopping destination.                                    |
| Increasing tax base  |
| Increasing tax base facing University, increasing residential housing on Locust, green space throughout  |
| Move traffic, high density, tax relief   |
| Increase higher density/mixed-use space to increase tax base, walkable retail, commercial, restaurants for residents needs, increased green space and affordable housing   |
| Increase \$ per square foot of used land   |
| Increase tax base, activate corridor, increase green space   |
| Increase density and tax base along University, improve Locust side of corridor, balance between higher density rentals and ownership  |
| diverse housing options, green streets and infrastructure, pedestrian scale sustainability   |
| Need some housing for seniors and people downsizing  |
| Committing the land involved to reducing the flood damage that is now the future for existing residential properties   |
| Mid-level housing, expanding our village tax base, pedestrian scale on Locust Drive  |
| include residential and mixed use businesses that appeal to residents, focus on Locus as a residential corridor, expanding Village tax base, Village meets the corridor - biking, walking, driving (kids and seniors)  |
| mixed use - first floor retail with housing and commercial above, housing - a variety (own, rent, etc.), green space   |
| Renovate or redevelopment some of the old buildings, affordable living areas   |
| Green space, taller development on University Ave. side, and multi-use including housing (seniors)   |
| Sustainability, vibrancy, safety   |
| Maintaining businesses/services for the Village, increasing appropriate density while maintaining Village character, and making the Village safer and more welcoming   |
| Protect the quality of living for current homes, less parking lots, and safe for walking and biking  |
| housing along the University Avenue Corridor   |