

Village of Shorewood Hills University Avenue Corridor Plan Public Meeting #3 Responses

Introduction:

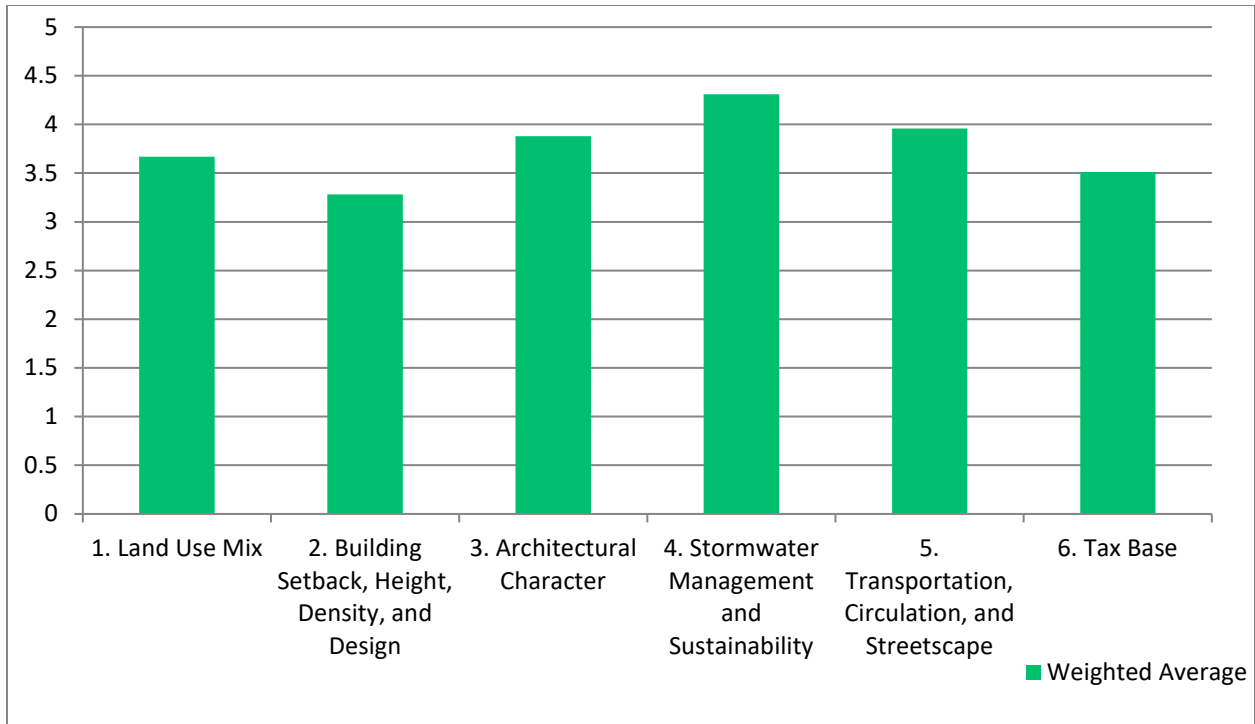
The Village of Shorewood Hills held two community engagement opportunities for the public to weigh in on draft overarching redevelopment principles and preferred concept development plans for the University Avenue corridor. An in-person public meeting was held on July 13th and was attended by approximately 13 people. An online survey that was available from July 14th through July 28th and generated 69 responses. The following includes all combined responses gathered during the meeting and online survey.

Participants were asked about a set of principles for the plan. Next, participants were asked to discuss and document their thoughts on the corridor-wide recommendations map. The goal of this exercise was to think about each of the proposed redevelopment principles in relationship to each subarea’s recommendations – which principles are the most important for each subarea, what’s missing or needs to change, etc. Lastly, participants were asked to summarize their thoughts on how well the preferred concept reflects the vision for future of the corridor and integrates the guiding redevelopment principles from Part 1.

Survey Results:

Question 1: Please rate your level of agreement or disagreement with the following principles: (check the box that applies)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Weighted Average
1. Land Use Mix	10.53%	6.58%	17.11%	36.84%	28.95%	3.67
2. Building Setback, Height, Density, and Design	17.33%	17.33%	9.33%	32.00%	24.00%	3.28
3. Architectural Character	6.58%	3.95%	18.42%	36.84%	34.21%	3.88
4. Stormwater Management and Sustainability	5.19%	2.60%	5.19%	29.87%	57.14%	4.31
5. Transportation, Circulation, and Streetscape	9.21%	5.26%	6.58%	38.16%	40.79%	3.96
6. Tax Base	9.46%	9.46%	24.32%	33.78%	22.97%	3.51



Question 2: If you indicated disagreement with any of the principles above, what would you recommend changing?

39 Written Comments Received
More green space. Less high density concrete to concrete from street curb to street curb.
I don't think increasing the tax base to the max is advisable. Some increase is good and beneficial, but if it becomes a primary driver, we lose perspective on what makes Shorewood Hills such a special and distinct place.
(1) how will the plan balance pedestrian use on University vs. Locust Avenue? or (2) how to anticipate/avoid U Avenue becoming a high rise corridor? (EG: what will happen to the Whole Foods space?)
I'd like to see more diverse single family housing rather than commercial spaces which may be up to 8 stories high. The village will need to appeal to young families just starting out, or to families that cannot afford the price of the bulk of housing in Shorewood.
Eight stories too high
Up to 8 stories in university avenue (too high). Don't over populate with rentals
Building height and density should be increased above what is proposed (item 2), parking minimums should be eliminated (item 5), and the sustainability stuff is difficult to enforce and dense living is the most sustainable thing so focus on density as a sustainability goal (item 4)
I understand the drive to increase tax base but I think some of the planning is not considering the actual cost to the community. It is also not considering all the beings; plant and animal who have lived here for thousands of years. We are the stewards of all living beings. The emphasis should not be only on human concerns.
More indoor parking is needed, not less. It's great to encourage biking and walking but not in WI winters or for the elderly.
SW does very little with our existing taxes. Stewardship and forward thinking - sidewalks and creating a future for the community under 50 should be a priority
Building stepbacks on University should be above the 4th story

<p>Increase the green space. Reduce the allowable height along University Avenue to 3 stories. Do not allow multiplexes.</p> <p>Shorewood Hills is a Village in the city of Madison. The University Avenue frontage is the face of Shorewood. The "plastic surgery" proposed for the building setback, height, density and design will make Shorewood look like the rest of Madison. Shorewood will lose its distinctiveness. A different proposal would be to follow the lead of Maple Bluff which has a designated principal entrance distinguished by identifying signage and green space.</p> <p>On a separate issue, Locust should not be lined with apartments. This street already has some traffic issues, and is used regularly by pedestrians and bicycles. It is a small street and is not designed to safely handle more traffic than it already bears. The addition of multiplexes along Locust would lead to traffic congestion, and potentially unsafe conditions for pedestrians and bicycles.</p>
<p>more development = higher taxes due increased demand on village services, adding bldg height increases canyon effect, why build underground parking if the goal is dependency on public transportation?</p>
<p>I don't feel we need any more mixed use buildings in VOSH. We do not need to increase our population or put more pressure on our elementary school. Developers can build across the street in Madison.</p>
<p>Land use - Locust should be integrated into the area, not an alley. Architectural character - Shorewood should not look like Madison. Encourage architectural building ideas. "Fake front doors"</p>
<p>None</p>
<p>Increasing tax base is not an adequate justification for destroying village character. Height should be limited on University Avenue and very strictly limited on Locust.</p>
<p>Housing vs. commercial - prefer reasonably sized housing, not 8 story buildings. Locust needs to be very low to be great neighbors to individual houses along Telly Ho. Traffic needs to be thought of - Locust is already a thru street.</p>
<p>Way more detail needed, description of building styles. Green area will be hidden and unused if surrounding buildings around it are so tall.</p>
<p>Stormwater Management and Streetscape</p>
<p>single family residential. Don't keep doing the same design over and over. Have adequate parking. Taxes will not offset costs - that we already have found out.</p>
<p>The maximum height in the proposal (8 stories) is too high for our area. We don't want to become another high building corridor like Johnson Street and University Avenue on campus. 5 stories max with setback upper stories could work. Also, has the effect on Shorewood School and other Shorewood institutions that the increased population the increasing housing would create been addressed?</p>
<p>Existing Subarea 3 is relatively new, upscale, and peaceful apartment homes. This brings wonderful fresh people and families to the Village. I don't think changes should be made in this area.</p>
<p>Much less density. More set backs.</p>
<p>The increase in height and density will only degrade the Shorewood Hills neighborhood further. With increase in traffic and pedestrians, it is already getting harder and more unsafe to enter or exit Shorewood Hills.</p>
<p>1. I think it is a mistake to exclude some business development on Locust Ave. It would be very nice to have a coffee shop, cafe, bar, or restaurant along that quieter corridor. Walk along University sometime. Few businesses offer seating outside along University Ave.</p> <p>Why? To noisy and who wants to sit and listen to cars and trucks roar by. I think you got it right by putting apts along Univeristy and Townhouses along Locust. The apts can serve as a buffer for noise. A big concern I have is that there is a rapidly rising population of temporary residents (apt dwellers) in the Village. I believe we need to require a balanced mix of apt and condo development so we draw in more residents that have ownership in the Village. This is especially true in a tight and expensive housing market like Madison. Condos not only provide a stepping stone for home ownership they also provide a</p>

<p>downsizing option for aging home owners in the Village.</p> <p>2. Eight stories is too tall. All the sun will be blocked out for the green corridor you propose. I get this sense that there is an effort to maximize tax base by putting in the max number of apts. How about scaling back the apts (and associated tall buildings) with more condos that have a higher tax base.</p> <p>3. Activated Streets. Again, I see no reason that Locust can't have some amount of small business development that serves the larger Village.</p> <p>4. As I said, only focusing on maximizing tax base is not necessarily a good thing. I would rather pay more taxes than have my quality of life compromised. Over development of an apartment centric population has associated problems, not all fixed by an increased tax base. Lets try to encourage people to invest in the Village, not just reside here.</p>
<p>Height of buildings limited to 4 stories.</p>
<p>I would like to see a mixture of owner-occupied condominiums and apartments b/c the condominium owners are more likely to remain in the Village for extended periods of time and to participate in Village activities.</p>
<p>I do not want to see 8 story buildings along University Ave. that is too tall. I agree with the other elements under this section. I do not want to sacrifice aesthetics and Village characteristics just to maximize the tax base.</p>
<p>We live in the Village for its community feel, architectural character, and the services such as leaf pick up, four corners, etc. Very willing to pay taxes to support these and do not want to make decisions based on lowest cost -- but instead, what makes this an enjoyable living environment.</p>
<p>Not addressed is what is the maximum development the village can support. Adding 400-500 new dwelling units is substantial. Will we need to contract police protection to Madison? Can village amenities be enjoyed or will they be overrun? The village is not improved by getting bigger.</p>
<p>I am not a fan of having 8 story buildings in that confined area</p>
<p>I think the principles generally sound OK. In my experience, the urban areas that work the best are ones in which there is a ready mix of shops, cafes, and places to sit comfortably outside with something to look at. It is critical not to have a very tall building (like the 8 stories you mention, which is much to be avoided, especially on the village side) that dominates the site, and not to simply mimic the endless box apartment buildings being constructed throughout Madison, but to have green space that is appealing and useful, lest it become a waste. All this requires sunlight, shops that are useful. A rooftop garden would be great, if practical.</p> <p>I would prefer the village offices to be in the village itself, for example on the old police station site.</p>
<p>We may need to spend more to get a creative design that lasts.</p>
<p>how can we know until all of construction is done?</p>
<p>3. Architectural Character: I don't trust the language here. It mentions "unique buildings" and the promotion of "variety", at the same time demanding "unifying elements". Countless new construction projects across the city end up having very, very little diversity. A flat roof vs. a pitched roof, etc. and other "design elements" are hardly a promotion of diversity. If there is one thing that people can plainly see why Shorewood Hills is a great village, it is that there is a treasured variety of residential architecture and an expression of unique design. Please, please, please, do not accept a smattering of cookie-cutter designed structures that are only an extension of the unimaginative buildings surrounding the village. PROMOTE IMAGINATIVE DESIGN!</p>
<p>8 story buildings seem high. I would set the limit at 6.</p>
<p>6 stories might be more reasonable than 8. Can't have 0 foot setback. Housing and retail focused on restaurants/coffee shops/bakeries/ice cream that bring people together much more important than office space which is why area is so dead now</p>

The height, density and building design are outrageous! We do not need ANY apartment buildings, let alone 8 stories tall! There are so many apartments being built right now. We need affordable, single family homes! NO APARTMENTS!
Why are we moving village hall? How much will this cost the village? Why aren't we talking about resurfacing the streets on the west side?

Question 3: In your opinion, which principles are the most important to be included in all future redevelopment that may occur along the corridor? Why?

62 Written Comments Received
Attention to those factors which will decrease global warming.
Greenspace
2. Building setback, height..8 stories is simply too overwhelming for the University corridor next to Shorewood. The series of apartment buildings that have been built on Johnson and on University over the last decade are truly boring.
3. Architectural Character-this is more than just varied shapes and sizes and nearness to the street. Contemporary brick and glass, such as those buildings on Johnson and University on campus, do not have architectural character.
Mixed used in the land, increasing housing, creating a sense in community through diverse use of the buildings, access to public transportation and non car centered mobility
How to establish and maintain a bicycle/pedestrian path from Locust Drive / Maple Terrace through to Post Farm Park. (While on the subject, that path gets funky at the Marshall Court Turn, which all the reconstruction on U Avenue seems to be making worse. And then there's Highland Avenue...)
Storm water management, so as to avoid flooding, and having pleasant mixed use spaces that keeps with the tradition of nice, pleasant surroundings but provides additional and more accessible access without disturbing the character and like ability of the area
land use mix, because it is what makes an interesting, vibrant community
Keeping the village Green, both in the gorgeous nature it provides, and the sustainable practices, and affordability.
Maintain value of residential property in the village
Green space and respect for the surrounding neighborhoods, reduce noise and traffic at entry points to Shorewood Hills
Density, public transportation, reduction of land area used for parking as well as overall parking (to reduce building costs). Pedestrian and bike safety prioritized over car mobility.
sustainability, land use mix
Street level community engagement areas. You can't put a price tag on the value of connecting casually as a pedestrian. This is disappearing as organic open spaces are transforming into money making real estate for one or two owners. This is a great expense for a community. WE need places to safely wander and wonder.
Storm water management — which is being addressed now. In the August 2018 flood many people lost their belongings & had to do substantial repairs due to flood damage. We are glad that the village enrolled in the federal flood insurance program. We signed up asap, but hope we never have to use it.
Indoor parking. The only business I went to was Everyday Kitchen because they had parking and mother in law used a Walker. Now that business is gone.
Transportation - need to prioritize walkability and bike-ability so that people can live and work comfortably without owning a car.
Green space and viable business
Elimination of as much surface parking as possible (replaced with structured parking) - better use of the land (for people instead of cars), less heat island effect, better stormwater management

Transit Oriented Development - mimic Madison's new TOD along the BRT line
Stormwater management is primary. But it is also essential that Shorewood maintain its character by balancing the potential for a larger tax base through high-rise buildings and multiplexes with the integrity of maintaining it identify.
consideration of climate change, it's here now
Increase green space, no more development.
Future redevelopment needs to address various needs in a balanced and forward-looking way. I strongly agree with most of the principles because they recognize this. I am less strong on "architectural character" because that feels so subjective, but I would hope that aesthetic principles would be included in any plan with thought and care.
Building setback - density; Transportation circulation and streetscape. Do appreciate green spaces.
Serve the needs of current and future Village of Shorewood Hills residents. Health care priority. Condos, townhomes, retirement care, grocery and foodie central today.
Sustainability and green infrastructure ribbon with compatible building height, density and design
Tax revenue to sustain Village finances and sustainability of the redevelopment.
Maintain village character. No balconies along Locust. Nothing over 5 stories anywhere.
Height limitations needed for housing units. Would prefer townhouses and ownership. Quality construction is important, but I don't want to dictate style. The extra noise is another issue - density of housing creates increased noise.
Staying in character of the Village - green, spacious feeling, value of community. Density is OK, but not to the point where we don't know each other or annoy each other.
Transportation, Circulation, and Streetscape
low density, residential. You can't support the character of the Village by building down town Chicago on the edges of it.
restricted building heights to prevent overwhelming residents living on Tally Ho and beyond.
#2 and #3. #2: Shorewood has an historic distinctive personality. Many of the newer buildings in the University corridor are not consistent with that. More thought should be given to future buildings. #2- the existing buildings in the corridor are commercial looking and not very attractive, relative to Shorewood Hills Village, itself. Surely more interesting architecture can be imagined.
1) Housing and commercial density
2) transit/bike/pedestrian oriented and not car-first
3) small green spaces/parks/areas that can serve as gathering spots
Less density. more underground parking.
The impact of volume of cars and traffic. It has been fairly clear to me for years the increase in commuters using Shorewood Blvd and routes through the neighborhood as a shortcut towards the university. Those same persons come back through the neighborhood at the end of the day. Why have we let this happen?
Reducing taxes in Shorewood Hills which are extremely high, and maintaining mixed use development on University Avenue.
Not overemphasize apt development. More emphasis on condo development to encourage property ownership in the Village.
Open spaces.
Land Use Mix -- Maintaining healthy, vibrant, green spaces is so important!
Stormwater Management and Sustainability -- These are practical, long-term aspects of this re-design. Building use and aesthetics change over time but we only get one earth and we need to do all we can to take care of it.

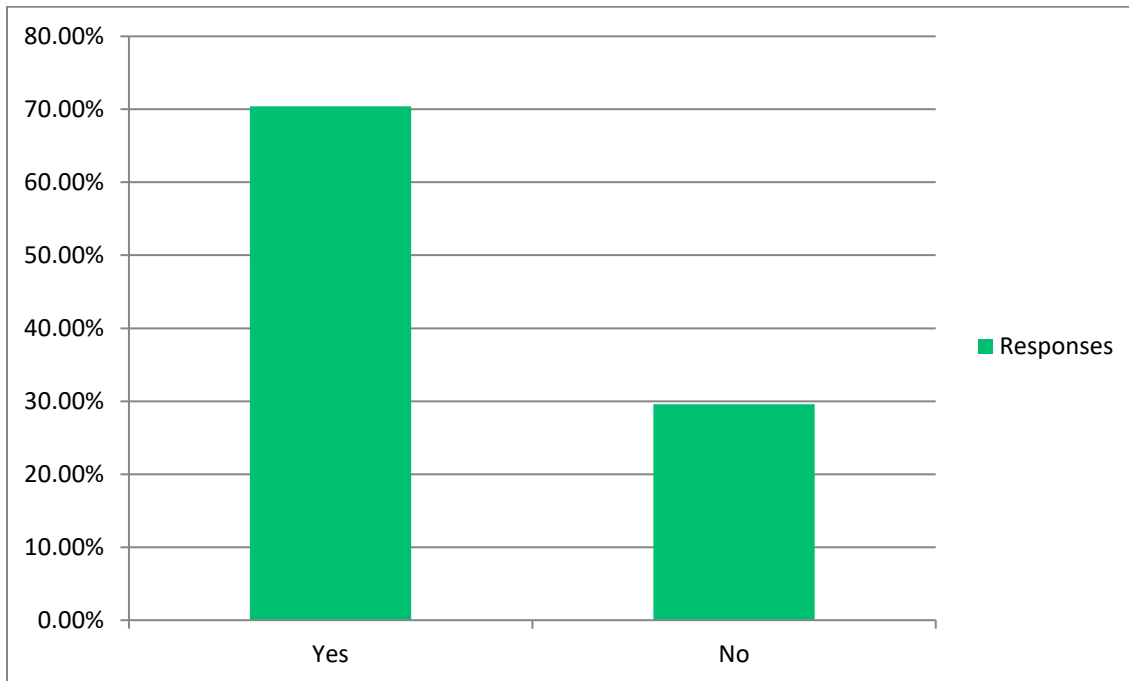
Transportation, Circulation, and Streetscape -- Mostly concerned with safe options for walking and biking throughout the area. It can get so congested and dangerous!
Architectural character
Building height limited to 3 stories on Locust Dr and Marshall Court.
Land use mix - specifically, being sure to incorporate businesses and apartments/condos into the village rather than just single family homes (which are nice but inefficient; and transportation, circulation - making this area even more friendly for bikers, pedestrians, and public transport
Building Setback, Height, Density and Design
Architectural character of Village should be maintained. I would not want to see 8 story buildings that block the view of any existing houses. Mixed use concept is good. I believe the ongoing projects address the storm water needs.
Building set back, height, density and design. Again, simply maximizing the tax base and lowest cost of design is not why I chose to live run the village. The look and feel matter most to my wife and I.
Need to increase housing density and decrease surface parking.
Limiting the density and height 3-5 stories is enough.
Taxes in SH are already too high, I would like to see some relief in that area while maintaining good use of transportation, i.e. biking, walking, stormwater management in that area
Make it appealing architecturally and in the services it provides that people are likely to use, Outdoor space must not feel like you are surrounded by four walls. This is critical, even if people are going there just to have a drink or visit a hardware store.
A protected multi-use path along Locust Dr
Tax base to keep individual property taxes at a reasonable price. This will allow the businesses to take the tax burden instead of individual properties.
5. Transportation, Circulation, and Streetscape: I believe efficiently moving people out of town and into the city in order to experience this great city is the most important part, especially since the village part of University Avenue is such a critical section of the downtown - west side corridor.
More density, less parking, more tax base!
Careful balance among all of them is ideal; however, I would prioritize #1, 3, 4, and 5.
With the decision (incorrect) not to develop maple terrace area, at least part near uwcu, this is only area to grow village tax base and should be maximized
social gathering spots (restaurants, bars, parks, etc.). We need to be bringing people together. Please review Middleton's new downtown area (concert stage, park, surrounded by restaurants). We can create something like that within here!
Single family homes, not apartments or rental units! Let's diversify the range of home ownership in the area. People who are interested in renting have a plethora of nearby options.
Pedestrian and bike safety. Architectural character and tasteful design. More retail and restaurant
green spaces and safe walking/biking (incorporated with parking structures) - this will draw community engagement with the space and create safe spaces for families and pedestrians in an area sandwiched so close to University
Optimizing tax base while satisfying residents preferences.
In the order the principles are presented above (most important at top): 1. Land Use Mix 2. Bldg setback, hgt,density, design 3. Arch Charadter 4. Stormwater/Sustainability 5. Transp, Circulation, Streetscape. 6. Tax Burden

Question 4: What's missing that needs to be further addressed?

39 Written Comments Received
Design and architecture.
Accessibility
Withholding the Garden Homes area from this Corridor plan is absurd. Claiming that it has already been studied is insulting. The fact that the condo/townhome proposal for these two blocks have been denied is irresponsible, especially considering the benefits to the tax base and stormwater management outlined in the Corridor Plan.
Addressing a problem of increased noise and solutions for it. Also addressing and monitoring construction waste.
Public space is hinted at in 'land use mix' but not specifically addressed. Relying on private developers to provide public gathering spaces has mixed results.
support of local businesses
Real stormwater defense for the rare and dangerous flash flood events on University Ave. We must be able to consider possible earthen berms that act as water barriers. This might mitigate noise as well. They could be beautiful gardens or stone/garden walls that keep water out.
Increased traffic with all the new apartments and businesses.
Restaurants and shops worth going to like the Kitchen shop, conscious carnivore and anodyne
Bike lanes on Locust could be replaced by a two-way cyclepath that is barrier-separated from vehicle traffic.
Maintaining the identity of Shorewood for reasons discussed in items 2 and 3.
housing affordability
Focus on types of businesses that mixed use developments are bringing in. We do not need another chain/franchise! Emphasize small independent businesses that bring character to the village (like Monroe St or Willy St). It would sure be nice to have some more dining spots.
Seems like there's overlap across principles - underground parking leaves more room for green space.
Railroad
Housing mix affordable and workforce
Homeowners vs. renter balance/implications. Increased burden of Village staff public works/police. Property owners perspectives. L/T implications on Village finances and tax burden on residents.
Must ensure that these plans are not drawn up in order to reduce taxes - the Village's goal is to give parameters to developers for type of buildings, not to build as much as possible to join taxes.
More permeable spaces. Need townhouses for affordable (and pretty) housing for young families and seniors.
What are the businesses that will be in this area?
it has been quite well prepared
The Garden Homes should be included for multi family development; there's essentially an entire parcel vacant that could be a 5 over 1.
Retaining the quiet nature of life in Shorewood Hills is important. Keeping commuter traffic noise and the flow of traffic through Shorewood Hills to the university and to downtown controlled as we are becoming a traffic and noise corridor and a drive through for destinations elsewhere as people avoid University Avenue. This is very, very troubling for walking and older residents and pets and children.
Your question #5 below is inappropriate given that you are asking for input. I seems to be constructed to generate yes/no voting statistics. While I generally agree with your principles, I must vote no because I agree with some things but not others (as explained in my notes). This question should be asked AFTER all input is considered and modifications to the principles are made.
Nothing! Very comprehensive.
Marshall court restrictions.

the ability to cross University Avenue safely as a biker or pedestrian.
Clear regulations and enforcement of night sky (why does Blackhawk have large lights that shine all night in their parking lot?), upkeep of parks and traffic slowing gardens, assured green spaces.
Keeping the development in concert with the Shorewood idea. As was noted once upon a time, Shorewood Hills is defined by the shore, the woods and the hills. I'm uncertain if these proposals recognize this idea.
I would want to not make the area too congested with bldg/apt complexes etc.
See above.
A previous version suggested that a large town hall be placed in the middle of the corridor. I strongly disagreed with that placement.
A protected multi-use path along Locust Dr
Further articulate the plan to reduce parking. Surface parking is such a waste.
Village hall should be in village at old fire station. Probably need to consider bridge walkway from Janet's antiques to hilldale (or some improved crossing) to integrate the two areas to make the new Shorewood hills apartments as attractive as madison yards in terms of proximity. Board should stop using TIFs to line pockets of developers and take tax money away from schools. This is some of the most prime development area in madison and we don't need to offer incentives. Plenty of development is being done in less desirable areas without TIFs. TIFs are one reason we are in this mess because it has put off for many years the increase in the tax base.
restaurants
SINGLE FAMILY, AFFORDABLE HOUSING FOR SALE
The rest of the university Ave corridor. Why would we analyze this area piece meal?!
In #1 (Land Use Mix), please call out "senior housing" as an example; this is one need that wqe have heard over and over from Village residents that is not being met within the Village.

Question 5: Overall, would you support these principles if they were adopted as part of the University Avenue Corridor Plan? (Select one option below)



Question 6: The goal of this exercise is to think about each of the proposed redevelopment principles in relationship to each subarea's recommendations shown on the graphic above. Which principles are the most important for each subarea, what's missing or needs to change, etc?

Subarea 1
<ul style="list-style-type: none"> • Handicapped accessibility of close surface parking • Ok • Reduce surface parking • Improve bike/pedestrian path crossing Marshall Court. Reduce parking in front of buildings. • Mix of housing and parking • increase density targets • I don't know • Increased green areas, make this safe for the kids living here • Fine as proposed • Needs better connections to Harvard Dr - the people in the neighborhood to the north will likely go nuts about it, so we may have to settle for ample bike/ped connections • no more than three stories. This is a residential neighborhood!!! • Strongly considering lowest height possible buildings so that University Avenue does not become a sunless, narrow corridor with little appeal for pedestrians. • Buffering from redevelopment • Marshall Ct. traffic is already dense and difficult • Should be limited to 3 stories • Ability to safely cross south on University Avenue as biker or pedestrian • Mix use residential and commercial. 5 stories too high. Like underground parking. Problem is 5 stories, 4 should be max. • Reduce surface parking • Protecting/buffering the residential area on. The north and east sides. • Marshall Ct is already too congested with bldgs • Restrict to 3 stories • maybe the town hall could go here? • Closest to existing Shorewood homes: avoid destruction of existing greenspaces and sound barriers between new development and existing homes! • Transportation, etc. • Should revisit entrance to pool parking thru this area • Traffic and parking • walking and park space connections most important • 6 Principles apply well here, in the order they are presented.
Subarea 2
<ul style="list-style-type: none"> • Too dense. No green space. Concrete jungle • Do not reduce set-backs from street. This is primarily residential • Gathering spaces • Reduce surface parking along U Ave. Improve/widen ped/bike paths through zone • Noise, sustainability, low buildings, owner-occupied spaces • increase density targets, no ped bridge just reduce danger to pedestrians at ground level • pedestrian bridge is a good idea • Green space connectivity. This has great potential for central gathering • Fine as proposed

- Sidewalks on both sides of all streets (including Locust). Much less surface parking!!! Village Hall site should be redeveloped
- Building height, green space, density
- ignores that likelihood of parcels becoming available for development are miniscule
- Pedestrian bridge to the south - it does not feel safe crossing University
- No skyscrapers please.
- Strongly considering lowest height possible buildings so that University Avenue does not become a sunless, narrow corridor with little appeal for pedestrians.
- Potential pedestrian bridge
- reduce to 4 stories max, with condos, consider traffic mitigation on Locust
- Ability to safely cross south on University Avenue as biker or pedestrian
- Like green space, mix residential and commercial, like 3 stories and underground parking.
- Reduce surface parking
- Can you reasonably do this with the UW controlling a large portion of the area.
- No 8 story tall bldgs in this area lower stories ok, i.e. <4 stories
- Keep the internal area appealing and exposed to the sun - have shops that people are almost sure to use, not, as often happens, something trendy or so quirky as to be of little use. Shops like those in the minimal where Ancora now is -- character and utility. The buildings must not be boring and the interior can not be stifled by shade. For people
- 2 and 3 should be connected; town hall should be easily accessible to corridor and tradition village residents. Its current position is optimal; if that is not big enough, consider expanding next to the fire station
- A protected multi-use path along Locust Dr
- Bike/walking lanes and access
- Transportation, building mix
- Main focus should be on housing not little used office buildings with big surface lots. If underground parking too expensive can also consider how townhouses on Midvale use and hide ramp parking
- social gathering areas (restaurants, parks, etc.)
- Traffic, parking, green space, lower height buildings
- as someone with kids, I wonder if the pedestrian bridge would be most important to draw people from south of University
- 6 Principles apply well here, in the order they are presented.

Subarea 3

- Poor handicapped accessibility to none.
- ok
- Increase green space
- Expand Subarea 3 to include vacant land in Garden Homes
- Traffic flow
- increase density targets
- Bike/walk to Madison Yards?
- Less asphalt more water storage for flash flood events
- Fine as proposed
- Needs improved access between the bike trail/locust Dr and Hilldale/Target
- current largest property owner will not be allowed to build as he sees fit
- This area was just built.

- Subarea 3 should be left alone because it welcomes a beneficial fresh population to the area as it is.
- Strongly considering lowest height possible buildings so that University Avenue does not become a sunless, narrow corridor with little appeal for pedestrians. This area will look like and lead to people speeding through the area.
- Increased green space
- consider traffic mitigation on Locust
- Ability to safely cross south on University Avenue as biker or pedestrian
- Like green space, mix, would rather see 3 than 4 stories, like underground parking.
- Reduce surface parking
- Seems a little early to be redeveloping this area. It was developed with a great deal of agony. It may be time to give it a rest.
- ok as depicted
- 2 and 3 should be connected
- Building mix, transportation
- McDonalds wastes a lot of space
- can we include the two streets of partial housing to the east of this?
- Traffic, parking, green space, lower height buildings
- not sure, maybe commercial is important here, to expand the usable walking space
- N/A (re this area has been redeveloped recently, except McDonalds).

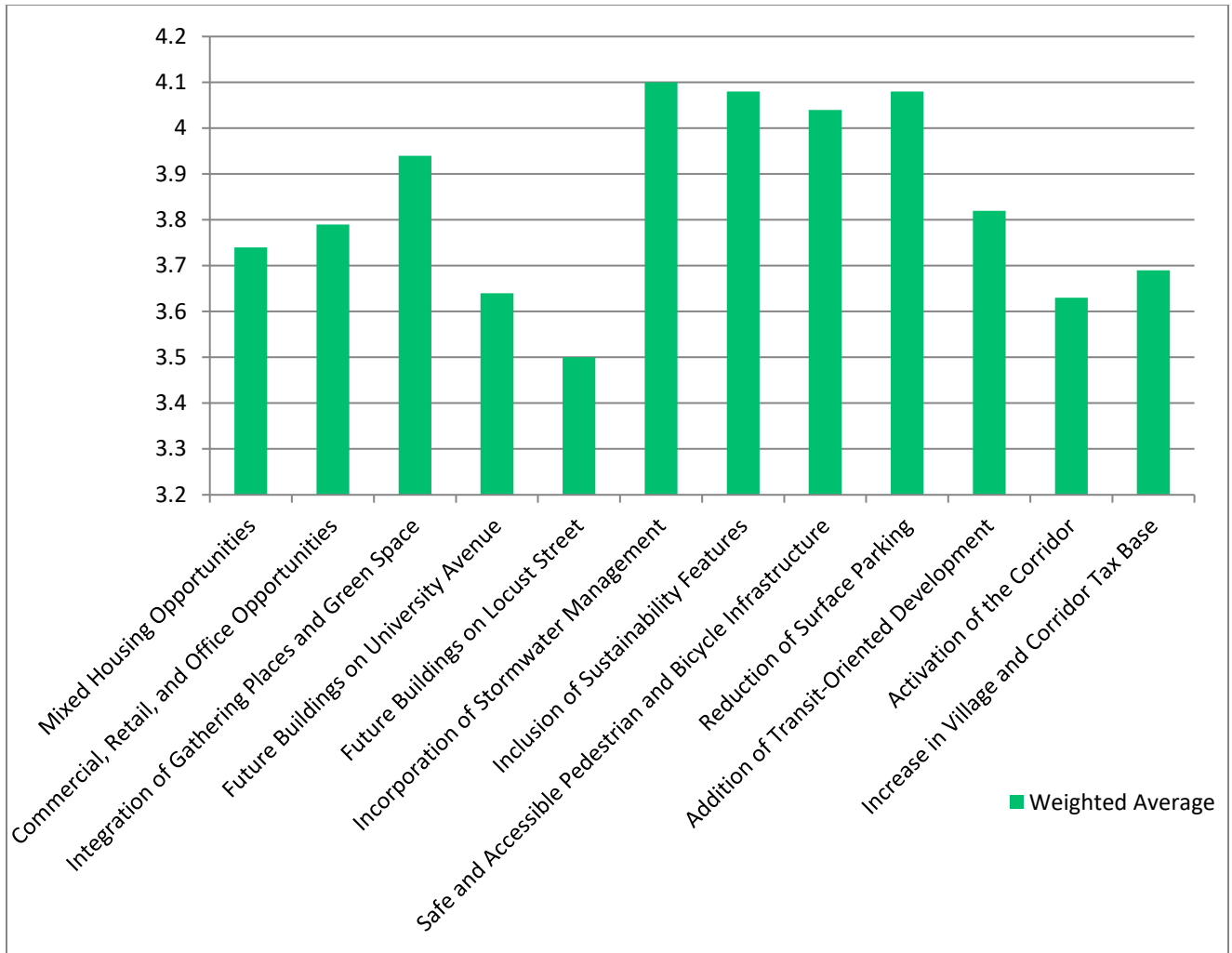
Subarea 4

- Poor to none handicapped accessibility.
- 8 stories is too large. Do not allow large scale redevelopment. Undesirable for taller buildings to cast shade on the golf course, which is used for golf and, in the winter, for winter activities.
- Mixed use of commercial and residential area
- Leverage views over golf course to Lake - highest rise building?
- Traffic flow
- increase density targets
- increase green space and gather flash flood water
- Fine as proposed
- The poor connectivity of subarea 4 due to the University Ave bridge and Old Middleton Rd exit make it a very bad location for mixed use/commercial. It should be just residential - one or two Weston Place-like towers.
- prevent land grab by University or affiliates
- Where else are you going to store the salt, water system parts, etc?
- 8 story buildings are too tall for this area and will lead to the feeling and appearance of University Avenue as a narrow, sunless corridor to somewhere else.
- Increased green space
- reduce to 4 stories max, with condos, consider traffic mitigation on Locust
- Ability to safely cross south on University Avenue as biker or pedestrian
- Like increased green space, 8 stories seems very high and cavernous (but understand the concept of nice apartments looking to lake --still seems very high and daunting to homes behind it). Like everything else.
- Need lots of height
- This area has the ugliest buildings in the village. Any sensible development would be an improvement.
- ok as depicted

- this zone seems very isolated
- The village storage building is so ugly the architect should lose their license. Should work with state to see if crime lab site can be moved and this whole area could be high rises with connection to hilldale/madison yards
- Can we work with the state to relocate the crime lab and pull that land into this planning?
- Like the idea of high rise living in Shorewood hills. Gives aging residents options to stay in the village but not have the maintenance a home requires. Should be owner occupied. There is plenty of rentals going up and very little owner occupied
- Green space
- all sounds good!
- N/A (re should not be a focus of this exercise for the Village, unless the State plans to sell its large parcel immediately east).

Question 7: How well does the preferred concept reflect your vision for the future of the corridor in respect to the following: (check the box that applies)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Weighted Average
Mixed Housing Opportunities	5.66%	11.32%	15.09%	39.62%	28.30%	3.74
Commercial, Retail, and Office Opportunities	1.92%	7.69%	23.08%	44.23%	23.08%	3.79
Integration of Gathering Places and Green Space	7.84%	7.84%	7.84%	35.29%	41.18%	3.94
Future Buildings on University Avenue	8.00%	10.00%	18.00%	38.00%	26.00%	3.64
Future Buildings on Locust Street	9.62%	9.62%	23.08%	36.54%	21.15%	3.5
Incorporation of Stormwater Management	3.85%	1.92%	17.31%	34.62%	42.31%	4.1
Inclusion of Sustainability Features	3.85%	0.00%	21.15%	34.62%	40.38%	4.08
Safe and Accessible Pedestrian and Bicycle Infrastructure	4.00%	4.00%	18.00%	32.00%	42.00%	4.04
Reduction of Surface Parking	5.77%	1.92%	11.54%	40.38%	40.38%	4.08
Addition of Transit-Oriented Development	4.08%	4.08%	26.53%	36.73%	28.57%	3.82
Activation of the Corridor	8.33%	4.17%	27.08%	37.50%	22.92%	3.63
Increase in Village and Corridor Tax Base	5.88%	5.88%	29.41%	31.37%	27.45%	3.69



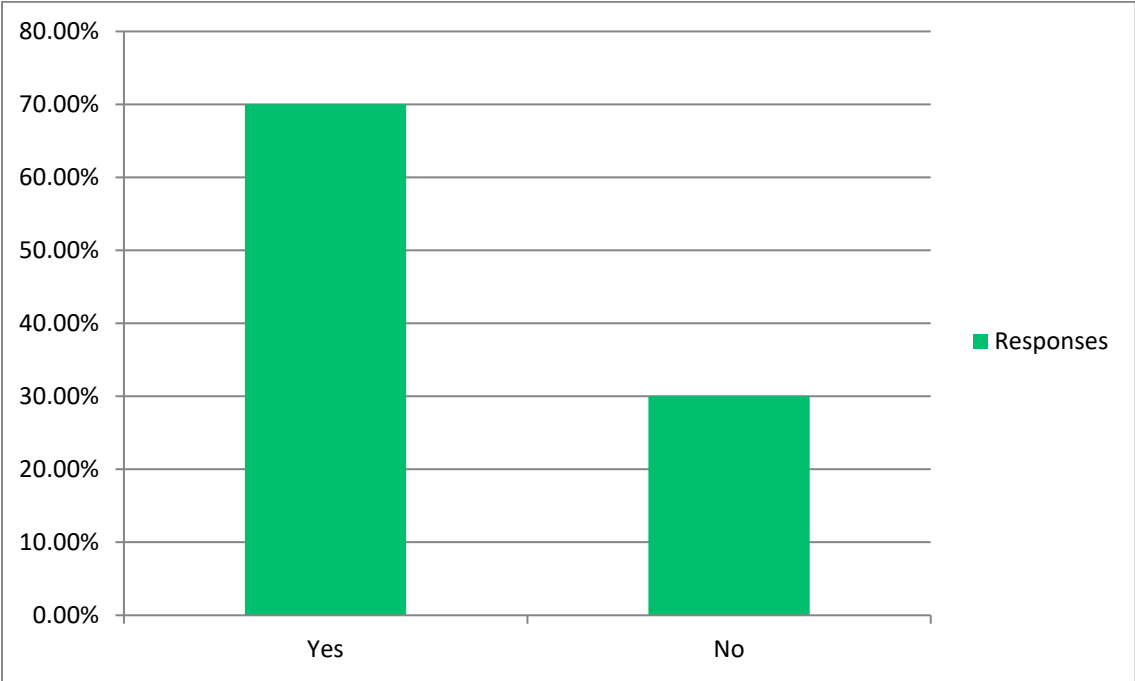
Question 8: I think the preferred concept could be improved by.....

40 Written Comments Received
Providing more handicapped accessibility, more green space, more environmental friendly design and architecture.
Reducing the max height from 8 stories to 5 stories.
Signalized train crossings throughout corridor to enable reduced use of train horns
Designated pickle ball courts
Lower building
1) I realize Garden Homes was not included in this study. But why no planning for the Walgreens/Metro Mart/Janets/UWCU area? Seems important to consider potential development there, particularly since the area between Highland and Joyce Erdman may never be redeveloped (since it is/will be owned by UW).
2) Give extra (extra!!!) positive consideration/funding to any development that would coordinate with a future development across University Ave that would allow the construction of a PUBLIC PEDESTRIAN OVERPASS over University Ave.

<p>3) Require a PILOT if any property in the area is developed by a tax exempt entity (other than Shorewood Hills municipal government).</p> <p>4) The SW corner of Shorewood Blvd and Locust seems prime for a smaller commercial development. Should that be allowed there? i.e., consider reconfiguring the "Redevelopment Site" plan east of the proposed housing facing Locust to include that.</p> <p>5) In the future, consider moving all Shorewood Hills municipal government functions to somewhere in this University Ave. area (and sell the DPW building at 1008 Shorewood Blvd for the development of owner occupied townhouses there). To facilitate this consolidation, increase the value of the Village property at 810 Shorewood Blvd by allowing a commercial development to replace Village Hall on that corner, per Comment #4 above.</p> <p>6) Require future walking paths through developments be open to the public (i.e., prohibit closed access as presently is the case at Shackleton Sq). Further, require that all "green" and "gathering spaces" are accessible to ALL residents, not just tenants of the developments (e.g., the spaces envisioned as "E" (roof terrace) and "I" on the site plan would be accessible to all).</p> <p>7) Install a sidewalk on the south side of Locust and improve the bike trail on north side of Locust.</p> <p>8) Give extra positive consideration/funding to any development that features owner occupied and affordable housing.</p> <p>9) Re question #9 below, I would support the concept with these comments considered/incorporated.</p>
<p>Thanks for considering these thoughts.</p>
<p>increase density. I don't see any bike/ped stuff except for some private paths, the paths on locust should be improved. Add public gathering spaces (all the ones shown look like they are owned by private landowners - that's not public). Reduce surface parking further. Make the buildings taller.</p>
<p>Details are unclear about safety, sustainability, and specifics of mixed use so difficult to give input.</p>
<p>Dog park would be nice</p>
<p>prioritizing pedestrian travel over vehicular travel. We will be changing from an everyone needs a car to that of a car is a bother and an excessive hassle. Cars will be electric and garages are spaces no longer cut off because of gasoline hazards. Can residence trade a parking space for a mobile raised garden?</p>
<p>E-W street connection between Highbury and Joyce Erdman Pl</p>
<p>Incorporating views of younger home owners not represented in current surveys</p>
<p>See comments for #2-#4</p>
<p>being realistic as to which sites could potentially become available for re-development, for example: UW Extension bought UW Credit Union, won't demolish office bldg and re-develop as housing</p>
<p>Townhouses too uniform. Have some with one-car garages. Vary the fronts.</p>
<p>Is it possible to increase the green roofing? Or mandate solar panels?</p>
<p>There is great opportunity for stormwater management with enhancements such as bioswales, underground cisterns, etc. Also green roofs where possible. Same with sustainability features. Good solar exposure, perhaps grey water collection, etc.</p>
<p>Alley could have pervious pavement</p>
<p>Less uniformity on Locust</p>
<p>Reduce the building footprint overall so that true greenspace could increase. The parking structures will make a bigger impact in person/reality than seems when looking at the plans. Not build 8 stories.</p>
<p>C is too tall! Activation of the Corridor is developer-speak, what does that mean? Like the green roof! Vary "H" so its not a wall. H should have underground parking to lower the height.</p>

single family residential like the original conception of the Village
Reducing parking minimums so developers don't have to spend large amounts on underground ramps.
Lower level buildings seem more aimed at maintaining the character and quality of the area.
You show a very spacious activated University Ave development area in the cross section. Is that to scale with what is shown in plan? Again, I won't answer the Question #9 in the affirmative because I don't think its appropriate to ask a respondent to vote all in at this time.
Keep university ave buildings under 5 feet
Reducing 8 stories to 4, including owner-occupied condominiums, considering how to mitigate traffic on Locust
Incorporating bike parking (probably will be included but it is not designated on the map)
Safe and Accessible Pedestrian and Bicycle Infrastructure
Only question is 8 story building? See earlier comment.
This is great. Much better than the existing use.
No 8 story bldgs in the Redevelopment Site, keep bldgs to <4 stories
Do not have series of 8 story buildings that all look the same. That will kill the place and the shops that might be there. Make heights vary, as well as the architecture. Do not contribute to the disastrous construction of boxes all over Madison. The village still has a very special feel.
Keep the village offices on the ground floor and easy to access.
A protected multi-use path along Locust Dr
I do not like the 8-story building idea.
I think some green space is nice but the area could be move densely developed relying more on existing neighborhood green space and green roofs. Also townhouses should have two distinct targets young families who can use elementary school but can't afford houses in village and seniors wanting to downsize but stay in village but probably want higher end condominiums townhouses. Getting some to move within the village would also help expand supply of family homes in village for younger families. Again housing is way more important than office
I do not think it is a good idea to create office space. It is shrinking and will only continue. We should be focusing on retail and residential. If we are going to have parks for gathering, we need to have something to bring people there (sports, restaurants, etc.)
No large scale building as far as height. We are ruining this city by all of these huge buildings.
Dog park
creating more connection among green spaces - an archway creating a walking path under buildings that otherwise block the corridor (e.g., the vertical section of building D) - allowing people to move more freely among commercial and green spaces
The Village should take this opportunity to take a serious look at a concept that would improve the east/west bicycle lanes on Locust; since those bike lanes were installed when Locust was reconstructed 24 years ago, bike traffic along that corridor has greatly increased; perhaps the bike lanes need to be wider? separated from vehicle traffic? etc.

Question 9: Overall, would you support this concept if it were adopted as part of the University Avenue Corridor Plan? (Select one option below)



Email Comments Received

Comment One

Liz and I completed our University Avenue Development Survey but were remiss to have not included a major point we wanted to make. We didn't stop to try to determine if the additional living spaces all along University Ave. are apartments or condos.

Our strong belief is that while both apartments and condos are probably necessary for developer interest, our strong preference would be the majority condos or places where people have ownership and a stake in the long term aesthetics and character of the Village. This does not mean building all high end/high value condos, but a range of affordable housing as well. The key criteria would be ownership, attracting neighbors with a longer-term viewpoint reflective in both voting decisions and upkeep of the Village.

Overall, we've both been impressed with the foresight and thoughtfulness in the long-term planning the Village has done and thank you for your efforts.

Comment Two

Having participated in all 3 public sessions and before the focus shifts to Plan Commission and eventually to the Board, I wanted to share some observations about what I didn't hear, or barely heard, during those sessions.

1. Impact of the redevelopment on the tax base, particularly residential vs commercial split. There was some discussion of this, but I don't think it went far enough in terms of making the connection to future property taxes and the cost of running the Village (see 4 below).
2. Perspectives on the current property owners and developers.
3. Impact of redevelopment on proportion of resident owners vs renters (homes vs condo vs apartments) and how that might impact Village governance.
4. How Village staff and operating costs are impacted by redevelopment.

In summary, it seems to me the big picture was at times overlooked as we delved into the details of developing a single block. Although it was noted that a 8 story building might cast a shadow on Topping Road, there are many more profound ways that any redevelopment will impact current residents, both positively and negatively in both the near and long term. That is not to say that no resident preferences were identified during the process, but more on the fine points than the major, long term impacts.

I'm hoping we can step back and covered such questions before drowning in the details of redevelopment.

Comment Three

My family and I moved to Tallyho Lane from University Houses in 1992. We have greatly enjoyed the quality of life we have experienced. I am concerned that extensive development, with tall buildings and multiple living units will add congestion, markedly increased traffic, and a significant increased demand on village services. I realize there maybe some increased tax revenues from development - and probably the greater the development, the greater the revenues. But increased revenues do not translate into increased quality of life.

I am reminded of the development of the current UWCU, Metro Market, Walgreens complex. One speaker assured the hearing he was addressing that the proposed plan was "the highest and best" use of the land. "Great" I thought. I wonder how they determine how much development vs playground space, vs park vs whatever else is the "highest and best".

I later learned that in general, the phrase means what is the maximal amount of revenue that can be generated by a project. I strongly disagree.

So, in closing. Development? Yes. But in a fashion consistent with the rest of the village. No tall buildings along University Avenue. Stat consistent with the current building height. No enormous increase in the number of living units in the corridor. No severe increase in traffic which is already becoming bothersome.

Thank you for adding my opinion to the survey.

Comment Four

This is an email from me as a resident. I have been thinking that a long term plan for Locust would be to expand that sidewalk on the n side and create a multi use path the whole way. You could move the north curbline south (removing the bike lanes) to create the space. The bike lanes are quite small on Locust and not comfortable for biking as a path would be, especially for kids.

On the south side of Locust, as properties develop, it might be nice to continue the sidewalk that Brian started putting in by the garden homes area. That may require some dedication of land.

I think sidewalk on south side, terrace, 2 vehicle travel lanes, terrace, multi-use path on north side would be a great cross section here.