

Village of
Shorewood Hills



Pyare
Neighborhood Plan

ADOPTED
APRIL 14, 2009

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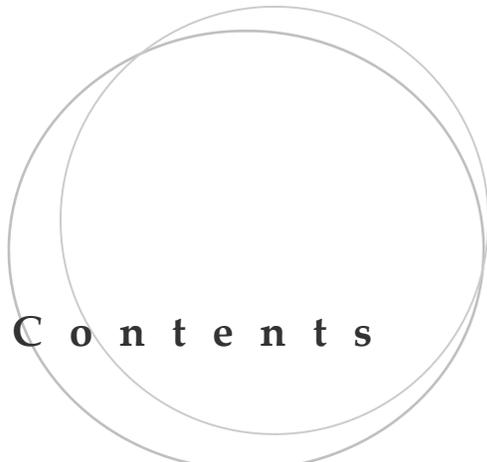
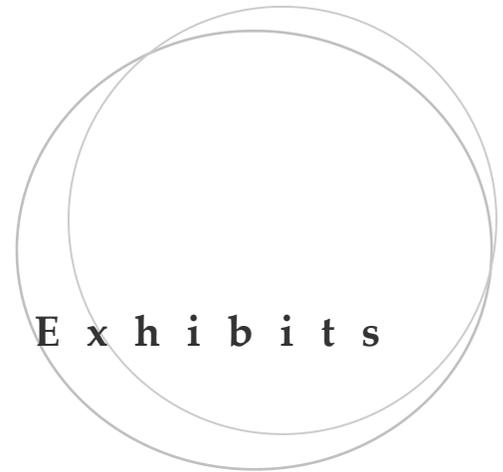


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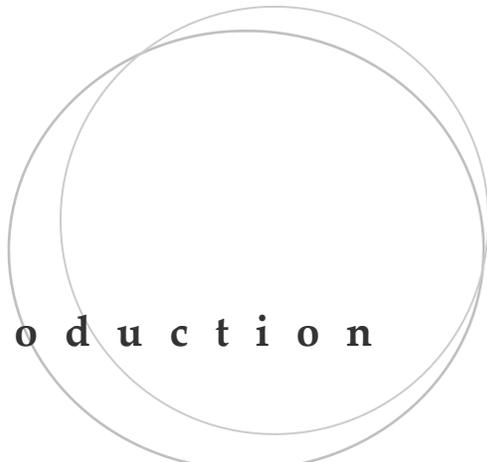
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I n t r o d u c t i o n

The Village of Shorewood Hills is an urban island surrounded by the City of Madison and Lake Mendota. The Lake borders the Village to the north and provides residents with a natural amenity that greatly enhances quality of life. The Village has a strong balance of land uses with a commercial corridor bordering the Village on the south along University Avenue.

University Avenue is an arterial street carrying in excess of 50,000 vehicles per day and connects the City of Middleton to downtown Madison and the University of Wisconsin-Madison campus. As land values and traffic counts have increased along University Avenue, so have redevelopment pressures. Redevelopment projects along the corridor are introducing mixed land uses, higher densities, and higher-quality planning and design to the area.

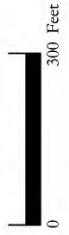
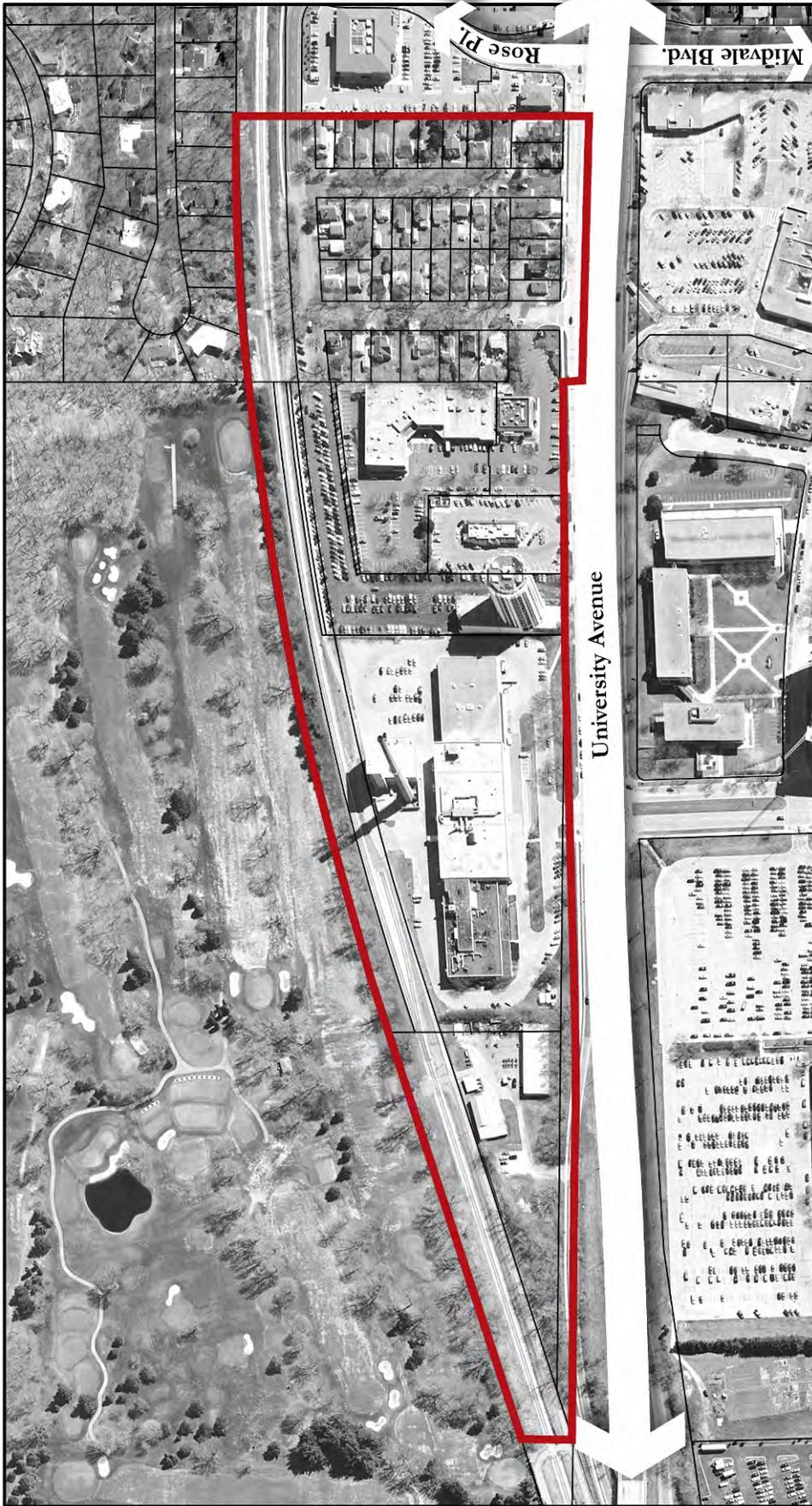
The Village has seen some of this commercial growth, including development of Copps Grocery, Borders Books & Music, Walgreens, the UW Credit Union, and renovations of various multi-tenant retail buildings within the past 18 years.

Hilldale Mall, which is directly across University Avenue from the planning area, began redeveloping in 2002, with the demolition of two buildings along Midvale Boulevard to construct Ace Hardware. In 2005 and 2006, the mall constructed two parking garages sandwiched between townhomes along Midvale Boulevard and retail fronting a new street which runs along the mall façade. Other buildings, such as Flemings Steakhouse and the Great Dane Brew Pub, have also been constructed as part of the redevelopment. Redevelopment is planned to continue.

Also adjacent to the planning area is the approximately 21-acre Hill Farms State Office area. The Wisconsin Department of Administration recently completed a planning process for the parcel that resulted in approval of a General Development Plan (GDP) by the Madison City Council. The GDP calls for the area to be a high-density employment center, with buildings of 4-20 stories in height, up to 1.6 million square feet of office space, as many as 140,000 square feet of retail space, and up to 300 residential units.

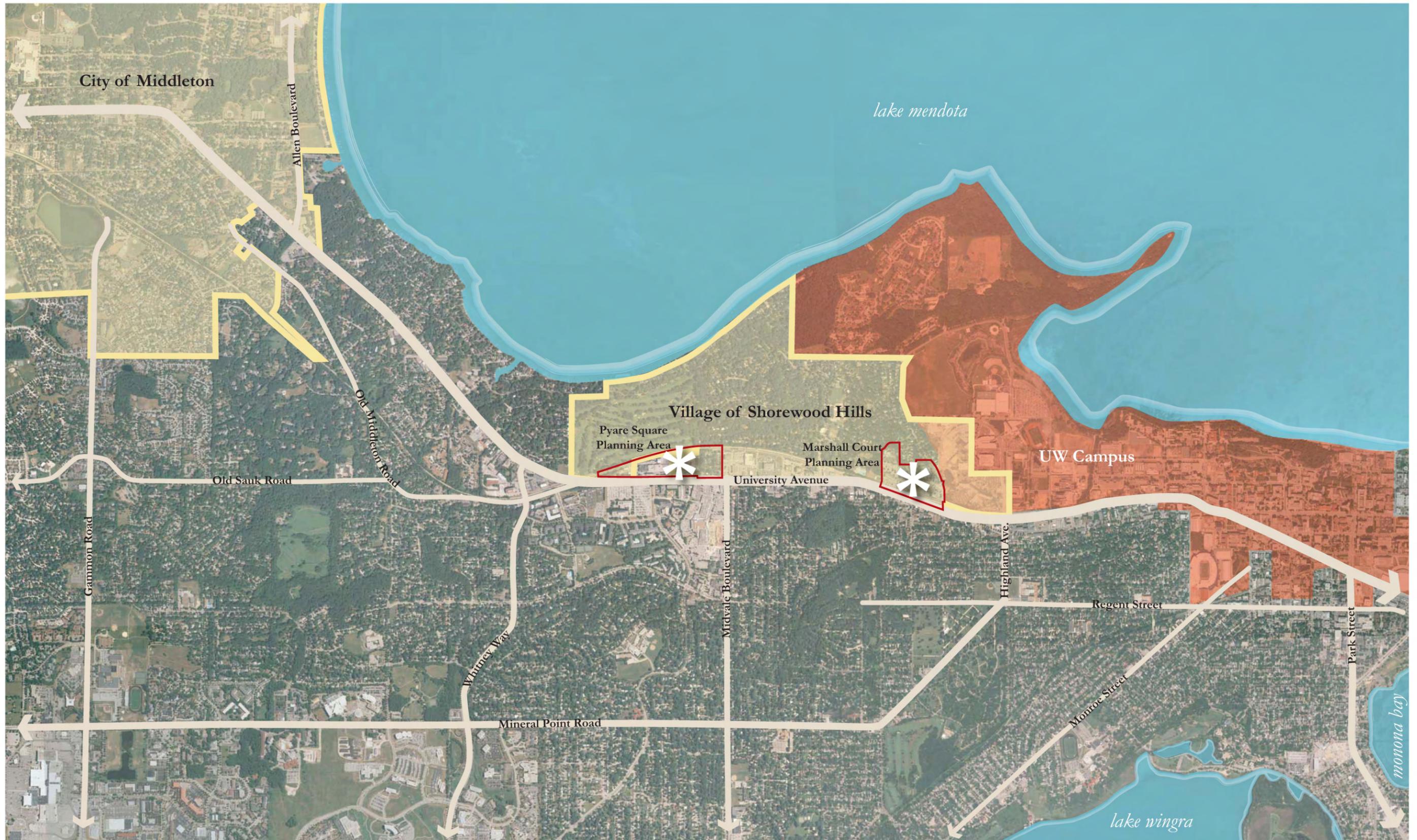
With all of the activity that has occurred in the past five years, it is logical that the Pyare Neighborhood planning area discussed in the following pages would be an area of interest for developers within the next five or more years. This Neighborhood Plan creates a set of standards for the future of this area based on four categories: land use, urban design, transportation, and utilities and community facilities. It also provides an implementation plan for the Village to follow in moving forward when carrying out this plan. Future land use applications for the Pyare Neighborhood should be evaluated based on the components of this Plan, as it was developed with input from Village staff, Village officials, Village residents, businesses, property owners, and developers, and provides a comprehensive and coordinated vision for the future of the Pyare planning area.





— Planning boundary

Pyare Planning Area



Pyare Square & Marshall Court Planning Areas

Project Context

Executive Summary

This Plan is divided into four areas of concentration: land use, urban design, transportation, and utilities & facilities. These key elements must be addressed for successful implementation of the Neighborhood Plan, all interdependent with the others. Each component is divided into two sections. The first part of each section provides an inventory and assessment of existing conditions. This information assists the Village in understanding the current status of an individual component in order to provide a baseline assessment of conditions. The second part of each component identifies goals and strategies for each of the elements.

A goal is a target to aim for, an end result that may require continual effort to maintain even when it is achieved. Goals are general, so while a goal for the neighborhood might be to “provide safe pedestrian and bicycle connections,” there will inevitably be the practical question of “how can we accomplish that?” Objectives flow from goals, and consist of more specific ideas that put the community on the path to achieving a goal. Each goal will have one or more objectives. For example, one objective for providing safe pedestrian and bicycle connections might be to “establish a separate multi-modal trail through the neighborhood.”

While all goals and objectives are interrelated, the goals and objectives in the document are separated into separate chapters. All private and municipal projects within and around the neighborhood should endeavor to comprehensively address all facets of the plan. Goals are summarized below, by chapter:

Land Use goals:

- Establish a land use pattern which complements the existing uses within the retail node and takes advantage of available physical and market opportunities.
- Maintain and encourage existing single family residential use.
- Improve parking configuration and layout.

Urban Design goals:

- Promote a pedestrian-scale environment within the neighborhood.
- Preserve the existing quality of life for users and residents of the neighborhood.
- Encourage sustainable development.

Transportation goals:

- Promote strategies and improvements aimed at mitigating existing and future traffic congestion and access problems.
- Provide enhanced safety and connectivity for pedestrian and bicycle traffic.
- Promote and accommodate existing and future alternative transportation options.

Utilities and Community Facilities goals:

- Coordinate infrastructure improvements to the extent possible.
- Use environmentally friendly stormwater management practices.



O v e r v i e w o f P r o c e s s

The process for this Neighborhood Plan was designed to foster stakeholder participation and investment in the Plan. Stakeholders who participated throughout the process included Village residents, businesses, property owners, and developers. With input and buy-in, the Plan is more likely to be implemented in a cooperative and coordinated manner. Below is an overview of the steps which led to the development of this document and took place throughout the planning process:

- On February 5, 2008, the Plan Commission held a special meeting to kick-off the planning process. At this meeting the members discussed goals and objectives of the process and the best possible alternatives for gaining valuable input from the public. In addition, the preliminary boundary of the planning area was determined and a schedule was approved for proceeding through the process. Plans were also made regarding public workshops.
- On March 11, 2008, the Plan Commission reviewed relevant land and property information for the planning area, including existing land uses, and property values. They also established the framework and dates for workshops to engage Village residents, businesses, property owners, and developers.
- The first neighborhood workshop was held on April 30, 2008. This workshop provided Village residents, businesses, property owners, and developers with an opportunity to view and analyze the data that had been collected regarding existing conditions. The workshop also provided an interactive forum for people to discuss their ideas for the future as they relate to land use, height and density, urban design, and transportation.
- The Plan Commission worked for several months to develop a draft Plan based on the input from the first workshop. The drafted information was based on five planning categories: land use, urban design, transportation,

utilities and community facilities, and implementation.

- A second workshop was held on July 14, 2008. This workshop provided Village residents, businesses, property owners, and developers with the opportunity to comment on the drafted plan prior to moving forward with adoption by the Village Board. Participants were invited to provide input and ask questions related to the implementation of the Plan and to discuss expectations following Plan adoption.
- The Plan Commission held a series of working sessions to discuss further revisions to the Plan.
- On March 10, 2009 the Plan Commission forwarded the draft Neighborhood Plan to the Village Board for its review and comment.
- A public hearing was held by the Village Board on March 16, 2009. The Board forwarded its comments back to the Plan Commission following the hearing.
- On April 14, 2009 the Plan Commission adopted the Neighborhood Plan and certified it to the Village Board.



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.

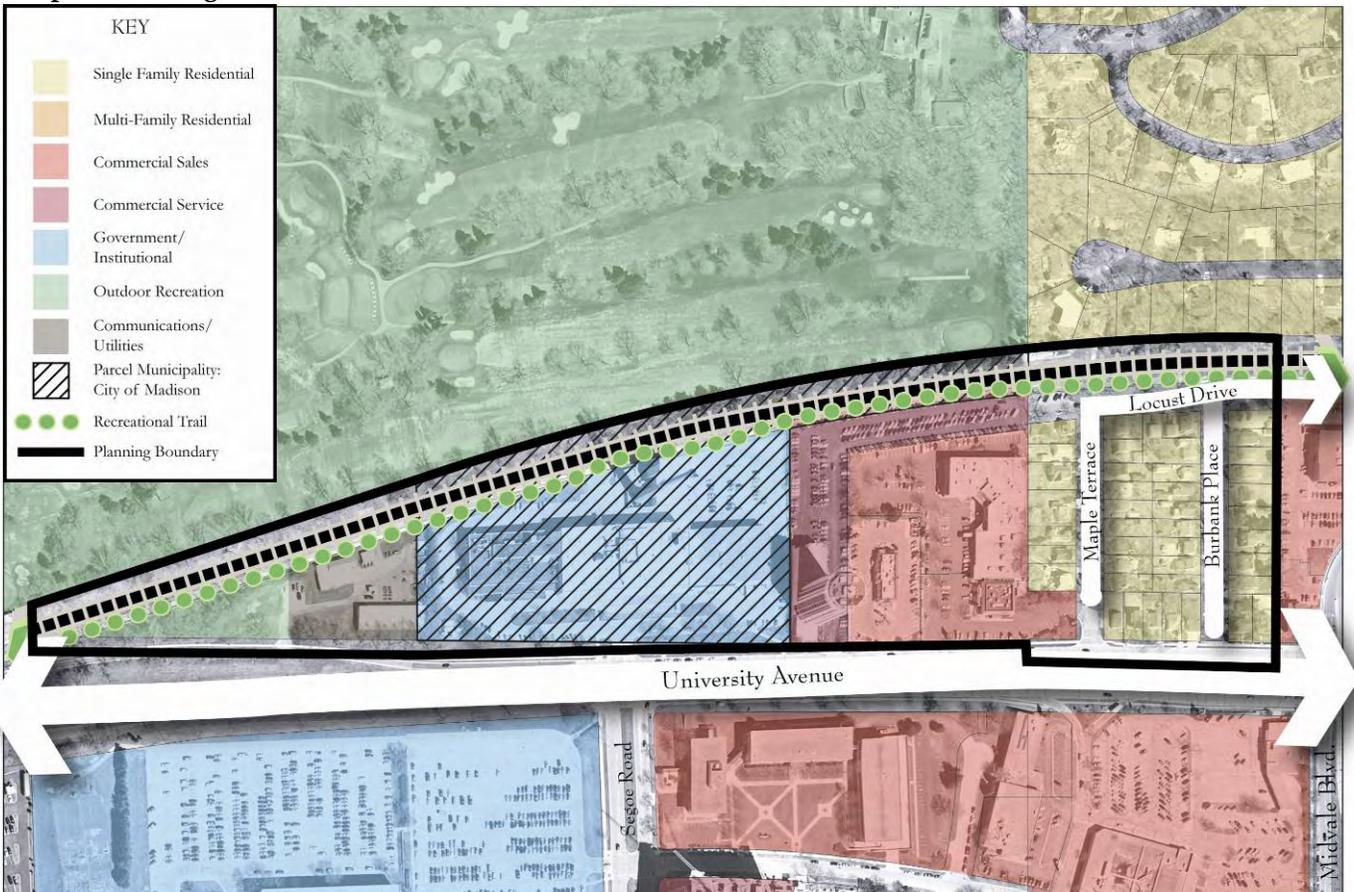
limited floor-to-floor height make it less than ideal for office space in today’s market. The parcel’s unorthodox L-shape and grade change make conventional development difficult.

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

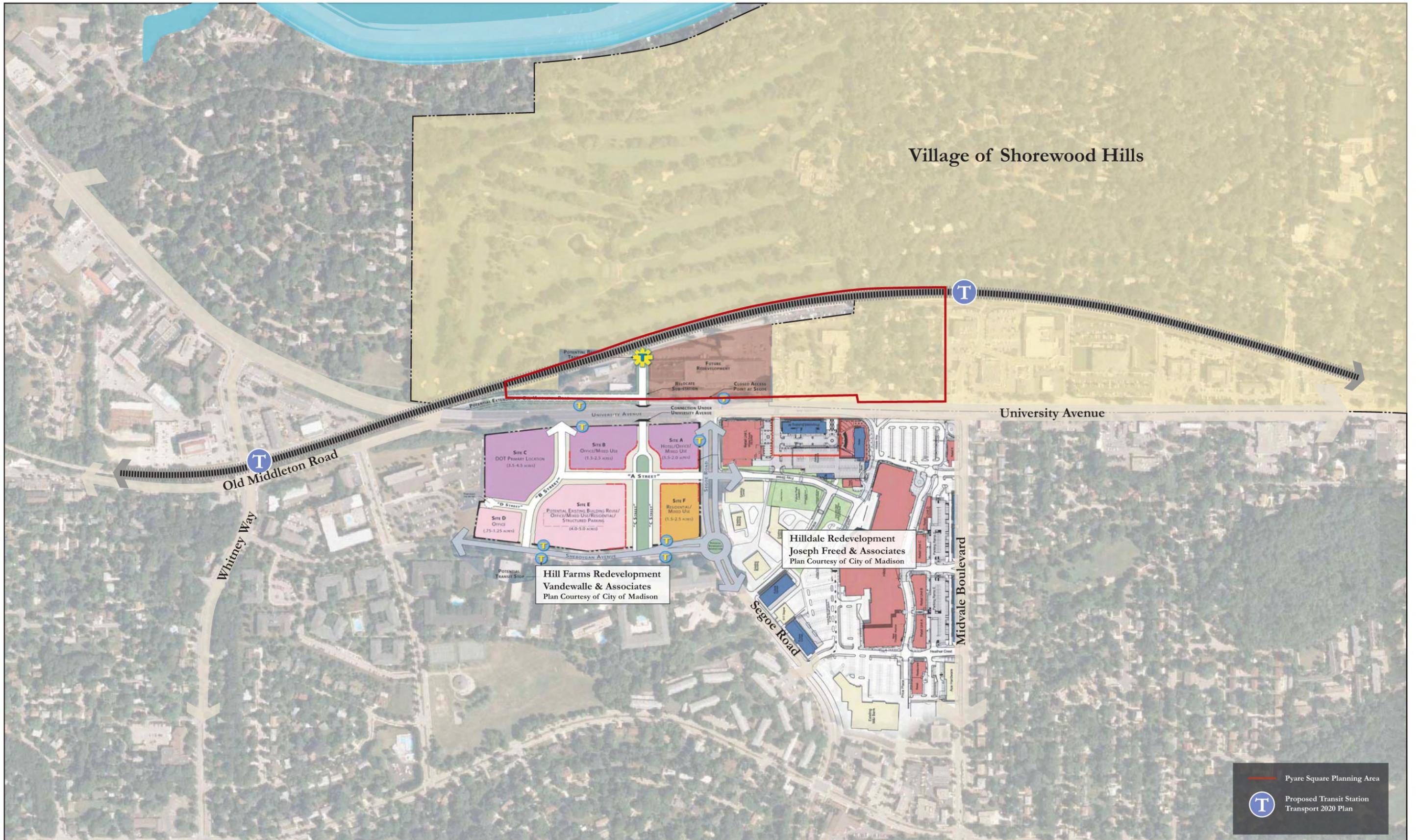
The triangular parcel at the western edge of the area is Village-owned. The Village also owns a portion of the bike path on land that is in the City of Madison. The State Crime Lab, which is in Madison, is tax-exempt as well.

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.

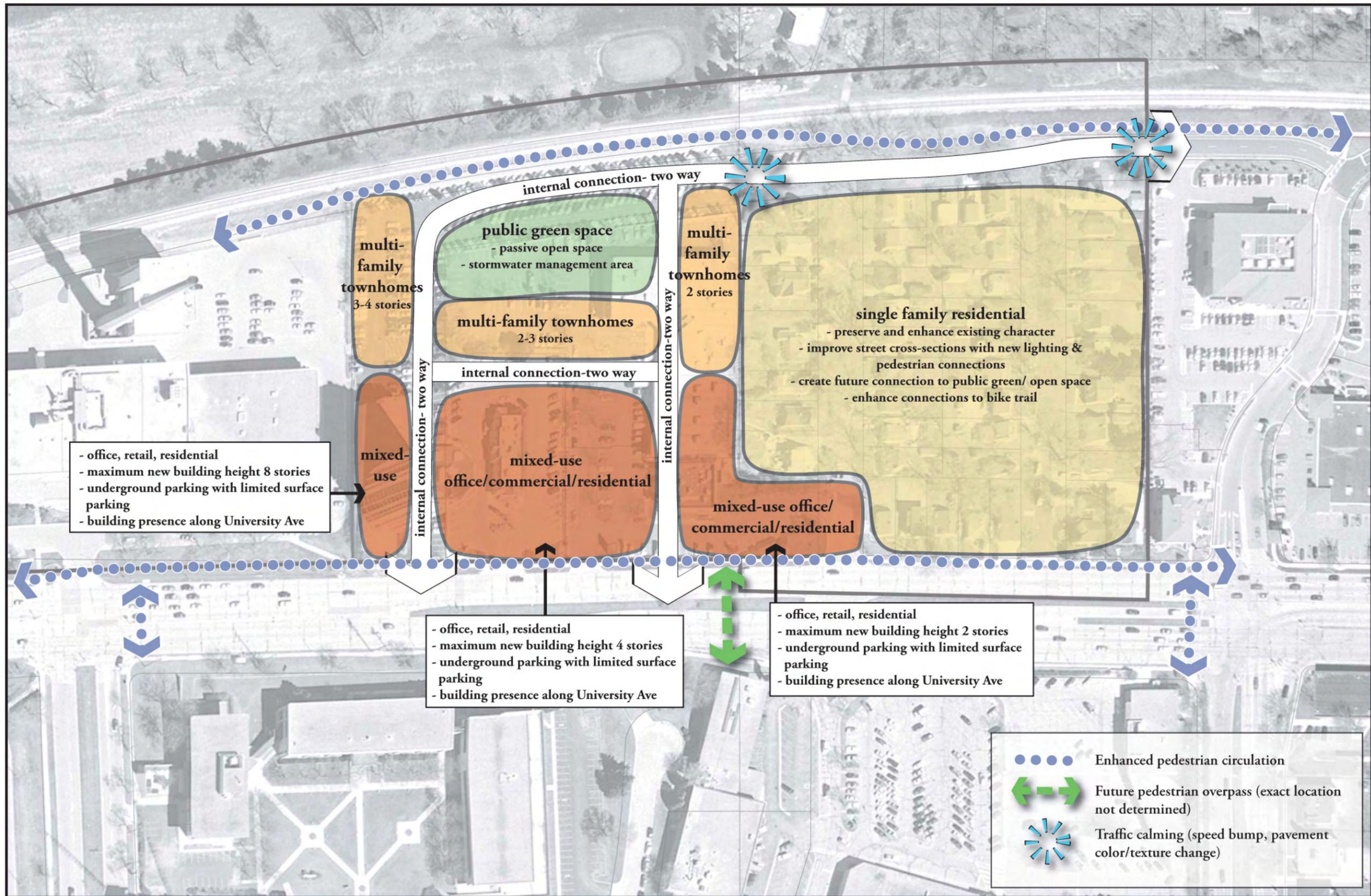
The location of the Pyare Neighborhood relative to other retail destinations puts it within a primary Westside node. Because the draw of retail, office, and residential space is greater when it is integrated into a surrounding hub of activity, future land uses in the Pyare Neighborhood should strive 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.

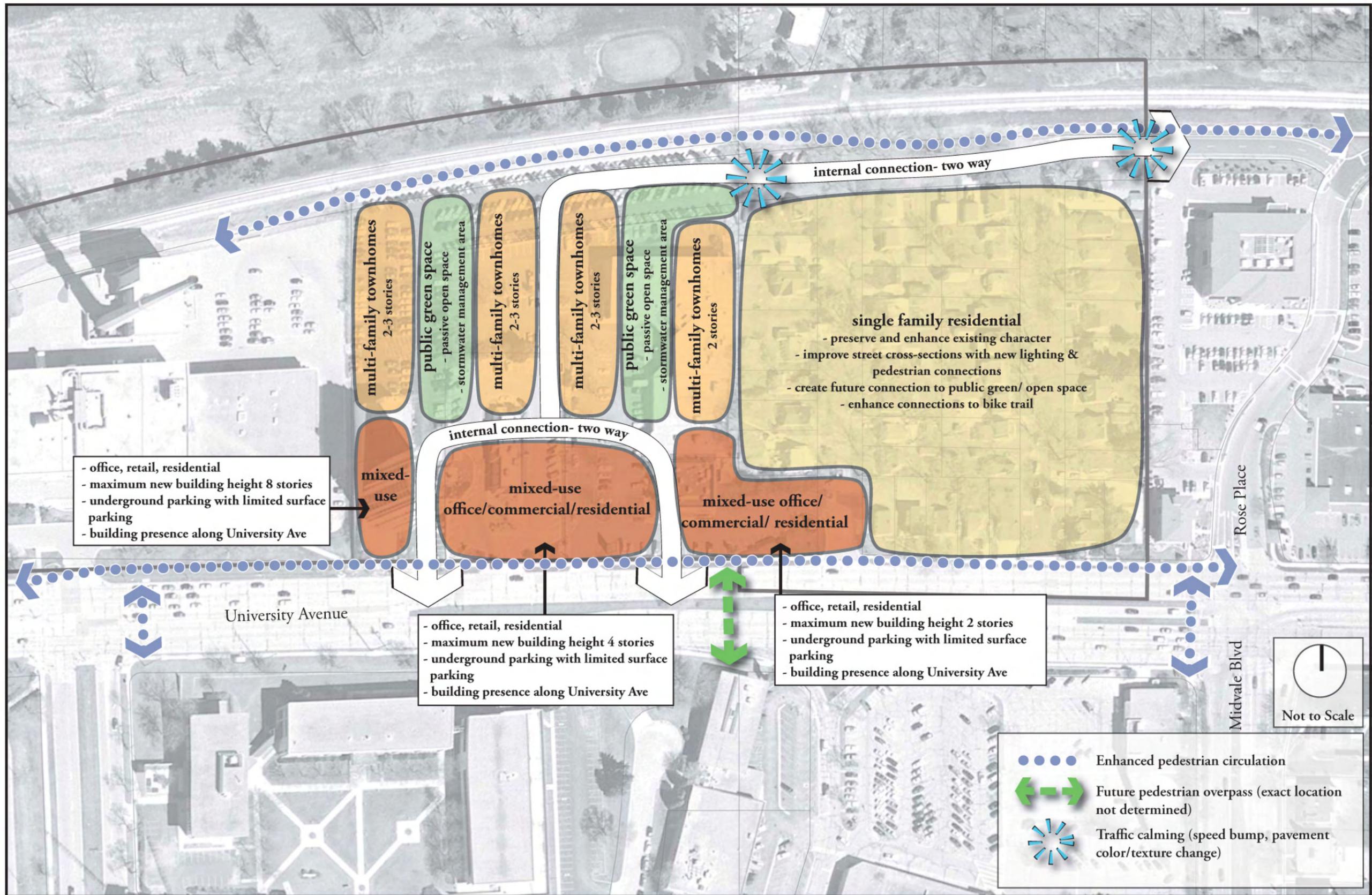
Objective No. 1: Encourage appropriate specialty uses and mixed use development in order to capitalize on surrounding market potential.

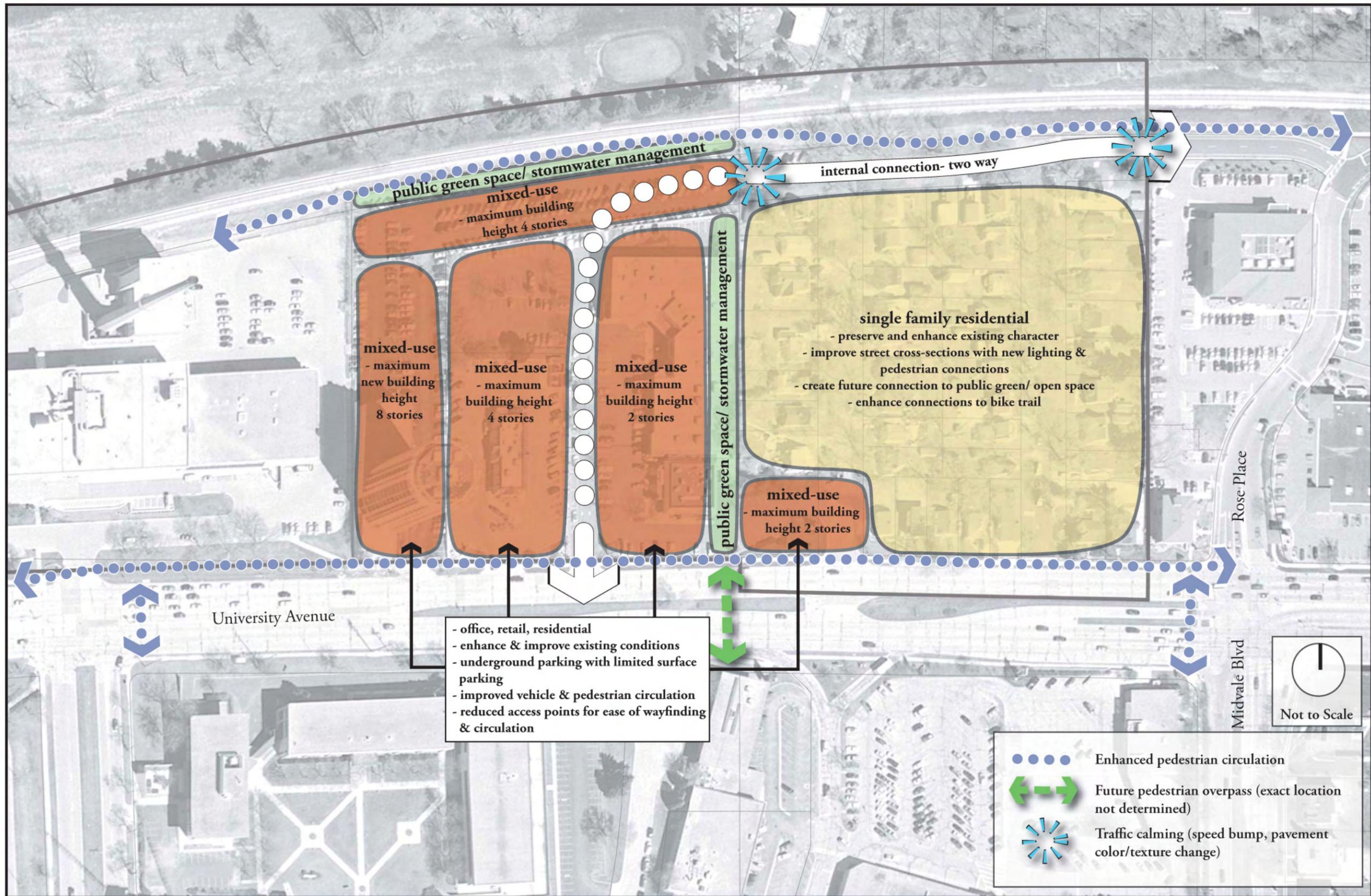
The Pyare Neighborhood is surrounded by a larger retail and residential node. This location provides benefits to future development, but it also requires that future uses be compatible with the market potential of the area as a whole while meeting the needs and potential within the Village of Shorewood 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.

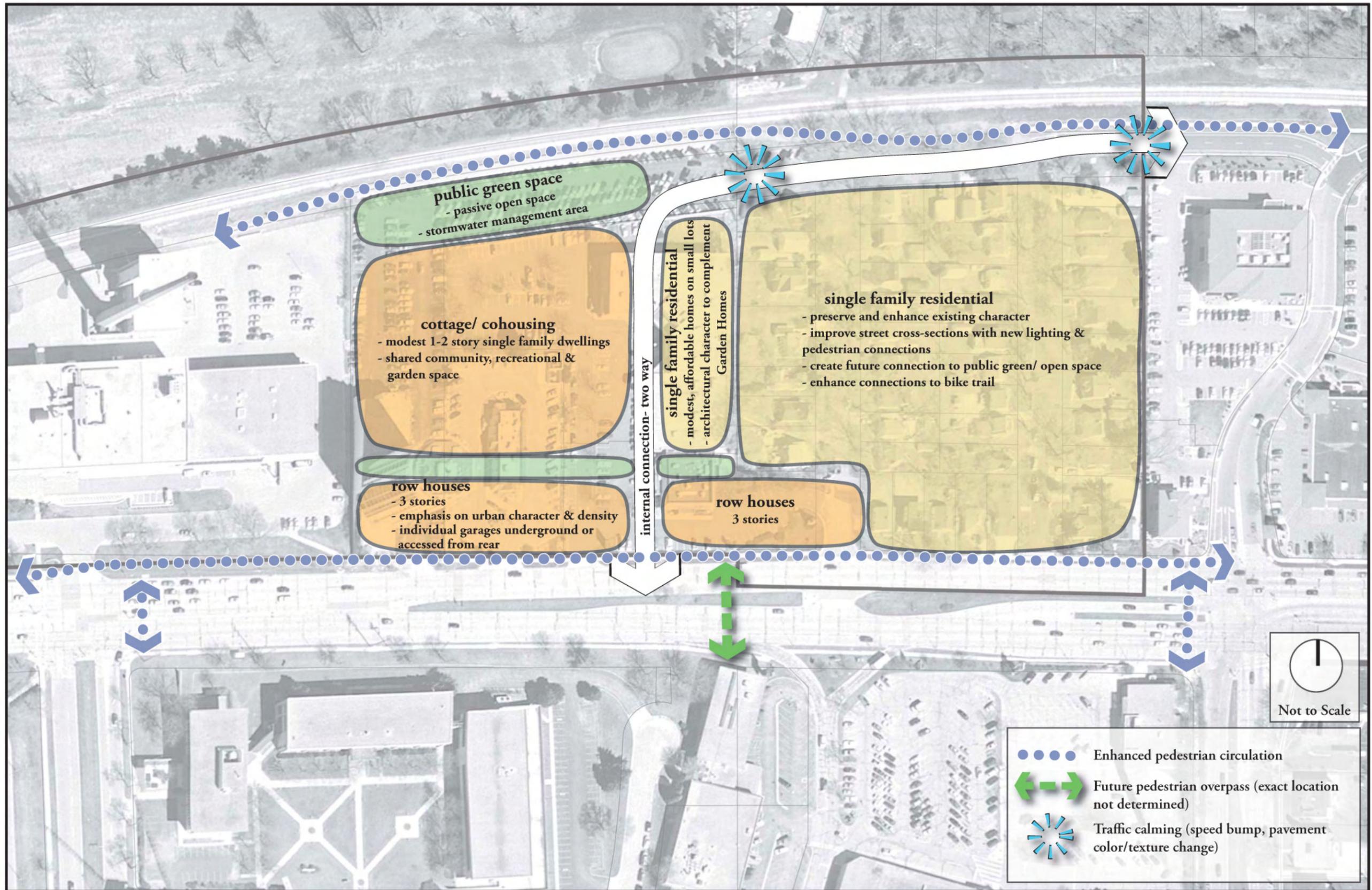
Although residential condominiums are readily available in the surrounding area, the Village of Shorewood Hills and the Hilldale development lack some specialty housing forms which could be viable. Housing such as attached town homes and housing targeted at particular groups like active seniors could 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.

ASSESSMENT OF EXISTING CONDITIONS

In order to organize the discussion about the assessment of the Pyare neighborhood's built environment, Kevin Lynch's contents of city image and physical form are used. Lynch's book "The Image of The City" classifies the contents into five elements: paths, edges, districts, nodes and landmarks. The combination of these design features creates an area's urban form, and ultimately the strength of its sense of place. The following pages contain an inventory and assessment of these elements within the planning area.

Paths

Paths are the channels along which the observer customarily, occasionally, or potentially moves. Examples include streets, walkways, transit lines, and railroads. Paths can be simple and one-dimensional like a bike path; or they may take on a room-like quality in the case of a well-formed urban corridor. For many people, paths are the predominant element of a city. People observe the city as they travel through it, and the other elements of the city are viewed by their relationships to paths.

There are several key elements of a path that make it more memorable to an observer than others. The first and most obvious of these elements is customary travel—major access routes that are highly traveled will be most memorable due to the frequency of use. These types of paths generally lead to or connect major destinations, and are connected to a network of other primary and secondary paths, making them important on a regional level.

Another of these elements is the concentration of a special use or activity, such as shopping or office buildings. Based on Lynch's research, paths with a concentration of similar uses are more memorable to users than paths with a mix of uses. Similarly, paths lined with buildings that have special façade characteristics and/ or continuity in building type and setback were also found to be more memorable than those that did not. Finer points such as pavement style and planting details did not seem to contribute to a memorable path,

observers did tend to remember the overall quantity of planting along a particular path.

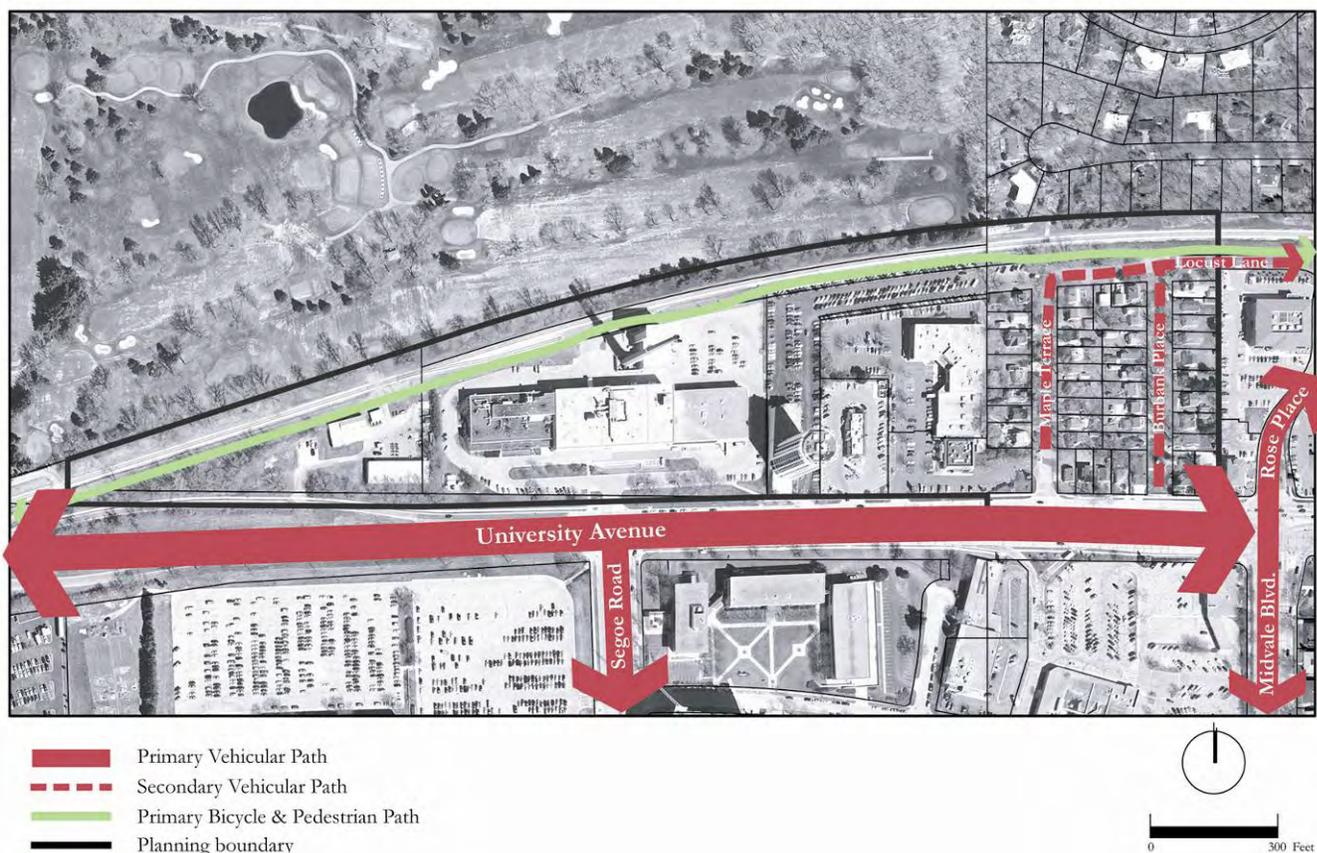
Another key element is the spatial quality of the path. This is especially true if the path has extreme dimensions – if it is either extremely wide or very narrow. People tend to associate wide streets with main routes, and narrow streets with secondary routes. A lack of spatial differentiation within a path network can lead to difficulty in navigation and orientation, making for a less enjoyable experience.

Other elements that contribute to a path’s sense of importance is its proximity to special features of the city and the visual exposure of the path or views available from the path. A local example of these elements in action is John Nolen Drive, which winds along Lake Monona offering a sweeping view of the Capitol and downtown, and passes underneath Monona Terrace.

Based on these key elements, University Avenue is a primary path in the Pyare Square planning area. It is by far the widest path in the area, and is a primary connection between downtown Madison and the City of Middleton. This area of University Avenue carries nearly 51,000 vehicles per day (City of Madison Weekday Traffic Volume 2006) and is on the routes of several Metro bus lines. Redevelopment along the University Avenue path should create an architectural theme and character that respects nearby development, but is unique to the Village.

Midvale Boulevard/ Rose Place and Segoe Road are also primary paths due to their proximity to employment and shopping destinations. Midvale Boulevard carries over 20,000 vehicles per day in this area and connects the University Avenue corridor to several residential neighborhoods to the south, as well as the Beltline. Rose Place is less highly traveled, with

Map 3.1: Paths in the planning area.



only 9,000 vehicles per day, but serves a major retail node in the area, including Walgreens, Copp's and Borders.

Segoe Road has over 10,000 vehicles per day near the planning area and is a major path for employees of the DOT as well as residents of the several condominium and apartment complexes located along Segoe and the residential neighborhoods to the south. This area of Segoe Road is likely to see a significant increase in traffic as development of the Whole Foods and hotel are completed near the intersection of Segoe and University.

A primary pedestrian path runs along the rail line to the north of the planning area. This path is a paved recreational trail that connects the UW campus to Near West neighborhoods and is part of a larger network of pedestrian paths running throughout the city.

Maple Terrace, Burbank Place and Locust Lane are secondary paths, used primarily by residents of the local neighborhood.

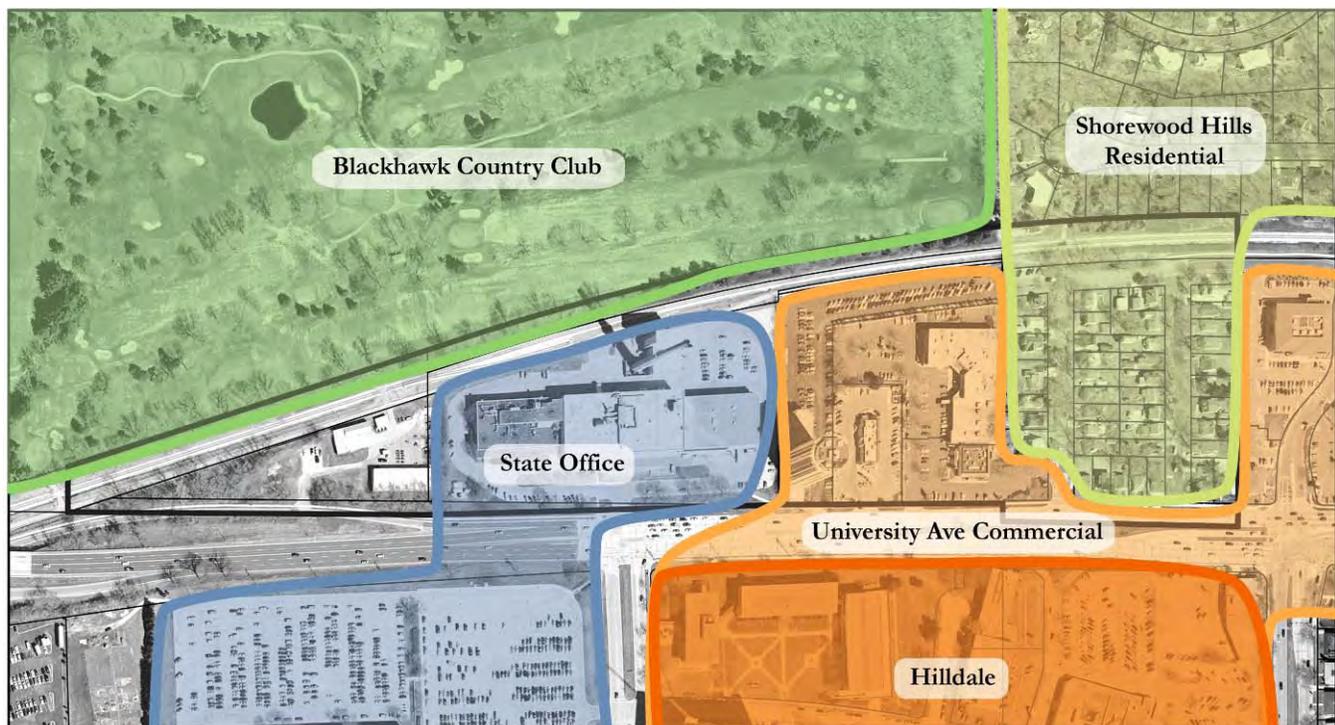
Districts

Districts are the medium-to-large sections of a city or planning area conceived of as having two-dimensional extents, which the observer mentally enters "inside of," and which are recognizable as having some common, identifying character.

Physical traits of districts vary, and may consist of any individual or combination of components: texture, space, form, detail, symbol, building type, use, activity, inhabitants, topography, etc. Districts may have distinct edges, or may transition gradually into each other. For some people, districts are more important organizing elements than paths.

The Pyare Square planning area and vicinity contains five distinct districts: the University Avenue commercial district, the Hilldale district, the Shorewood Hills residential district, the Blackhawk Country Club district, and the State Office district.

Map 3.2: Districts in the planning area.



The University Avenue Commercial district is characterized by 1-2 story commercial developments with large parking lots located in front of or between buildings. The majority of the buildings are located close to the street, with larger box-type developments set slightly further back. This district has little landscaping, with only a few trees and shrubs in parking islands or street terraces. Although included as part of the University Avenue Commercial district, the Hilldale area is also a district of its own, with unique architectural features and a specific caliber of retailers. This area has undergone and continues to experience major redevelopment in stark contrast to the older Walnut Grove shopping center within the planning area. Interestingly, both the Hilldale development and Walnut Grove are oriented perpendicular to University Avenue, making it difficult for passers-by to easily see the retailers located in either area. There is currently little pedestrian connectivity between commercial developments on either side of University, and pedestrians have to cross at the busy intersection of University and Midvale Boulevard.

Much of Shorewood Hills' residential development includes relatively large homes on large lots with well established landscaping. Many of the homes have unique architectural features and materials. However, the residential development within the planning area is somewhat of an "island" from the rest of the district, with limited connections to residential areas in the rest of the Village. The homes within the planning area are generally smaller than those in the rest of the Village, and are located on smaller lots.

Blackhawk Country Club is the largest open space in the area, most of which is devoted to a golf course. It is bounded by the railroad/pedestrian path on the south, and single family homes on the other three sides.

The State Office district is characterized by offices of the DOT and the State Crime Lab building. The DOT building is one of the tallest buildings in the area, with a correspondingly large surface parking lot. The State Crime Lab building, in contrast, is set slightly below University Avenue, reducing its presence along the corridor.

Edges

Edges are the linear elements not generally used or considered as paths by the observer, and are often boundaries between two kinds of areas. Although typically not considered a path, a path can be an edge when it divides unique areas and is accessible. Edges are linear breaks in continuity which can serve as lateral references. They may be barriers, limiting movement from one area to the next; or they may be seams, joining two areas together.

Edges include such things as shorelines, railroad cuts, edges of development walls, and building faces. They are, for many people, important organizing elements and play a role in defining and holding together generalized areas. In the planning area edges that are especially important are those that separate the different functional districts.

A major edge in the Pyare Square planning area is University Avenue. It serves as the southern



University Avenue.

edge of the Village of Shorewood Hills. The high traffic volume on University also makes it difficult to cross at times, although it is by no means impenetrable. A stronger pedestrian connection between the planning area and the Hilldale area would reduce the impact of this

edge to pedestrians, who currently have to wait at the light at University and Midvale to cross.

A second edge is the railroad along the northern edge of the planning area. This effectively separates the planning area from the rest of Shorewood Hills, as there are only limited opportunities to cross the tracks, none of which are very near the planning area.

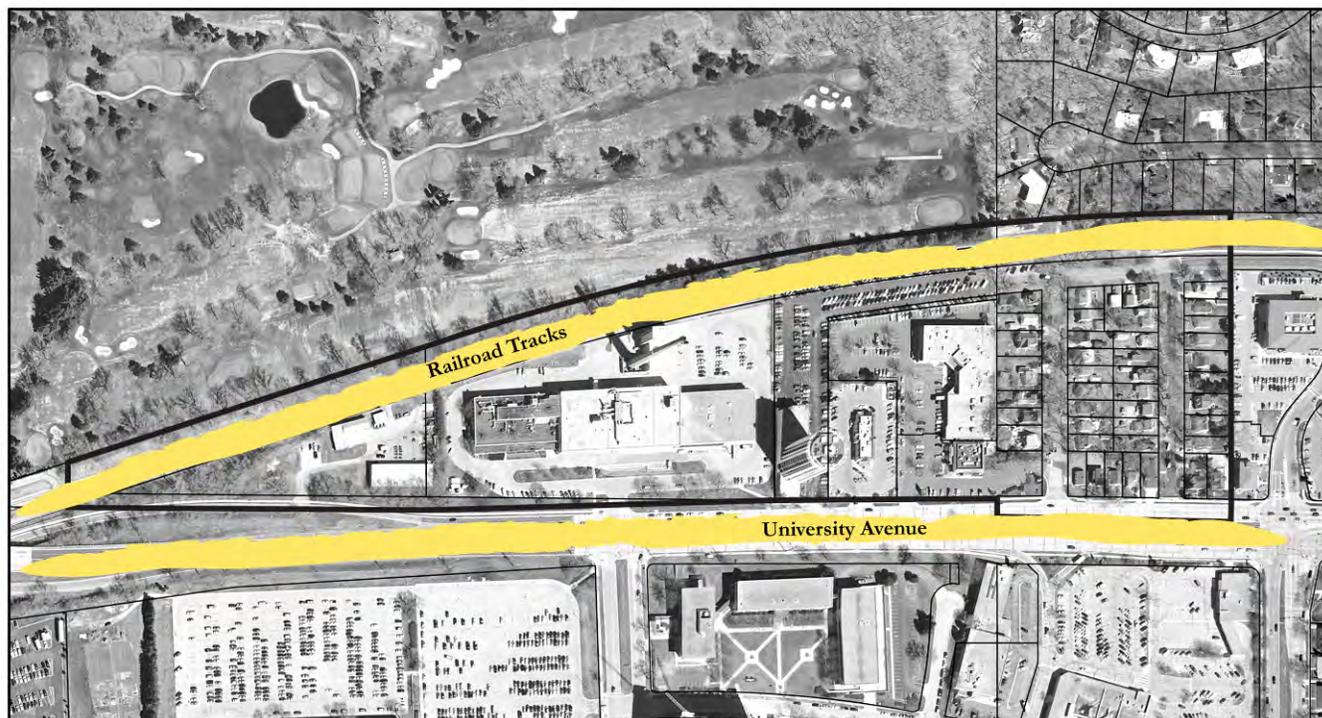


The bike path and rail line to the north of the planning area.

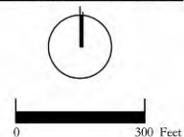
Nodes

Nodes are points in a city into which an observer can enter, and which may in fact be the foci to and from which someone is traveling. They may be primarily junctions, places of a break in transportation, a crossing or convergence of paths, or moments of shift from one structure to another — or they may be simply concentrations of a particular use or physical character. The concept of a node is related to the concept of a path, since junctions are typically the

Map 3.3: Edges in the planning area.



 Edge
 Planning boundary



convergence of paths. Although a node may be conceptually a small point in the city image, it may, in reality, be a large square or extended corridor. Nodes are important to the city image because they are points at which decisions must be made, and thus people heighten their attention.

The major access point to the planning area currently is the University Avenue/Midvale Boulevard intersection, making this an important node. However, access to the Walnut Grove/McDonald’s portion of the planning area is currently very difficult from this major node, and in fact is possible only via access drives off of westbound University.

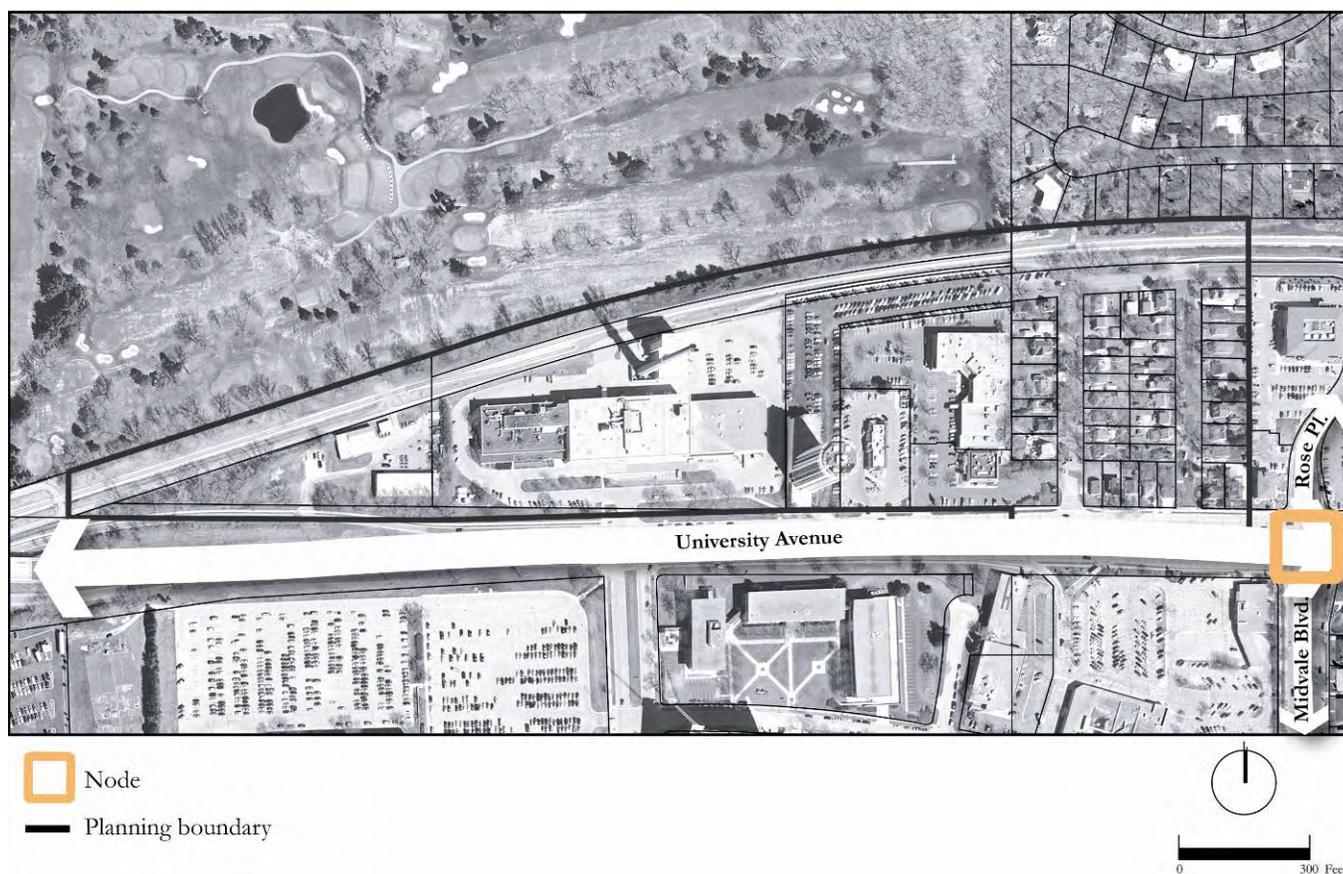
Landmarks

Landmarks are another type of point reference, but in this case the observer does not enter them – they are external. They are usually a rather

simply defined physical object like a building, sign, store, or significant natural feature. They are frequently used as clues of identity and for wayfinding, and seem to be increasingly relied upon as a journey becomes more and more familiar. A single, identifying characteristic of a landmark is one that is unique or stands out from others. Buildings, public art, memorials, and public spaces are all examples of landmarks. They may have, but in this context may not possess, some level of historical significance.

Because of its height and unique architecture, the Pyare Square building is a local landmark, and the only major landmark within the planning area. The DOT building is also a landmark due to its height, although it may not be as relevant to wayfinding in the planning area because it is set back so far from University Avenue.

Map 3.4: Nodes in the planning area.



Hilldale Mall is a landmark as well because of the previously mentioned architectural character and the well-known retailers located there. Borders can be considered a landmark based on its high visibility at the end of the Midvale Boulevard corridor.

Building Character

There is no “typical” character of buildings within the planning area, though some buildings might be considered representative of certain styles. The McDonald’s building is consistent with the usual fast food restaurant design, which surrounds the building with parking and loops a drive-through around the restaurant. Walnut Grove could also be considered representative of strip-mall design, though the structure is placed perpendicular to University Avenue due to the parcel shape. The oft-renovated State Crime Lab building (in Madison) is a typical minimalist state office building, which appears somewhat bunker-like due to its horizontal profile and the

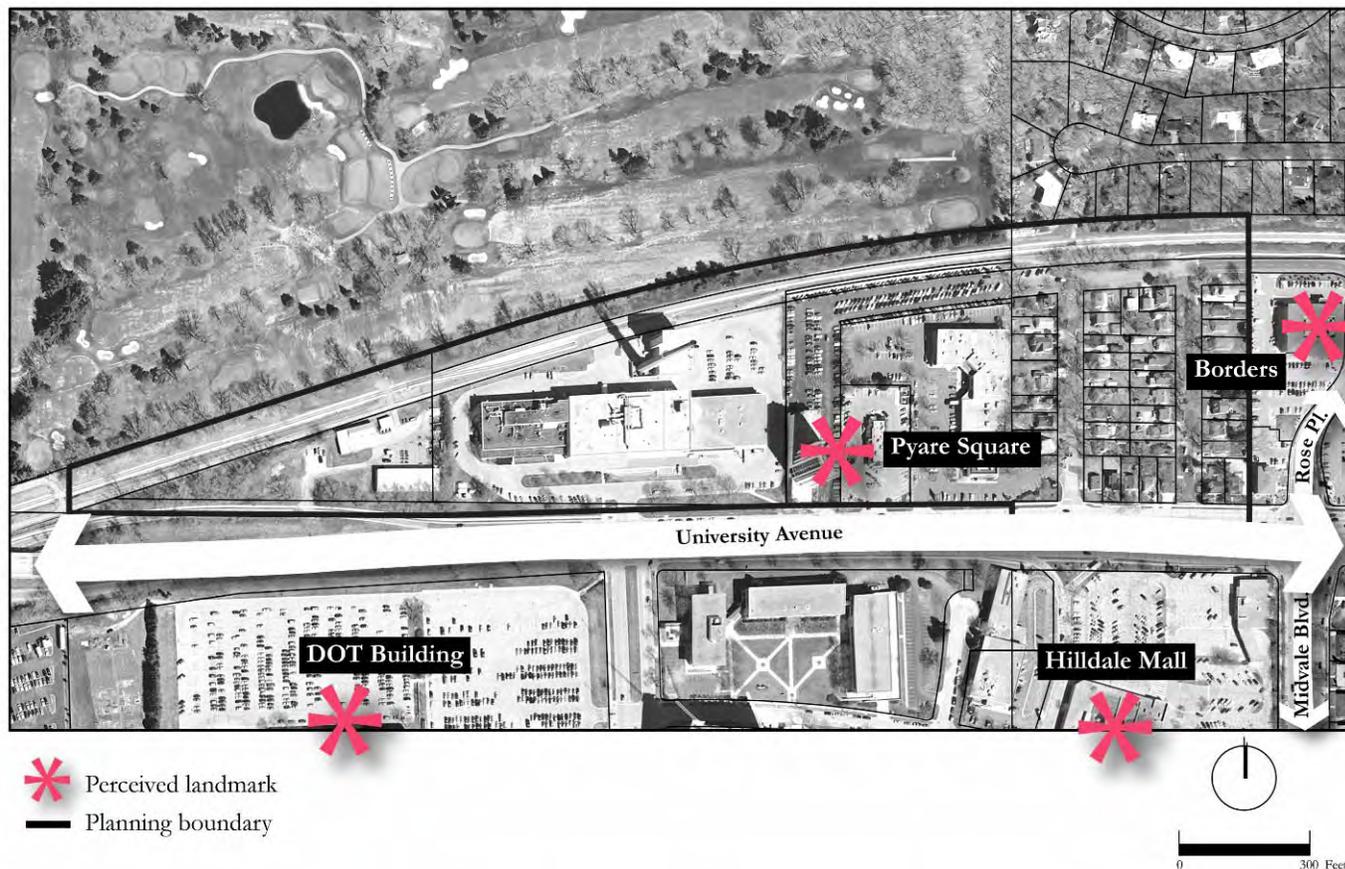
fact that its elevation is lower than University Avenue. The Pyare Square building’s height and unique shape makes it stand out amongst its surroundings.

The Garden Homes area has a variety of home styles. Most homes in the area consist of two stories, and many have detached garages. Homes in the area are small by today’s standards. Some homes are in good repair, while others have some signs of exterior deterioration.

**PUBLIC WORKSHOP #1
RESULTS**

During the Urban Design portion of the first public workshop, participants were asked to rank urban design, exterior space and stormwater management improvements. They also responded to exercises aimed at determining the building heights with which residents would be most comfortable.

Map 3.5: Landmarks in the planning area.



Participants were asked to rank five general urban design elements in order of importance. The average scores were in this order (most to least important):

1. Density/Building height
2. Relation of building to street/public realm
3. Streetscape design and public space
4. Cohesiveness with surrounding buildings
5. Building architecture/materials

Participants then ranked general exterior space needs and improvements in order of desirability, to gain a feel for the types of greenspace development that residents and users of the area would like to see. The average ranking is as follows, in order of most desirable to least:

1. Passive public greens
2. Public/private courtyards between buildings
3. Active public greens
4. Individual building plaza space
5. Art/sculpture space
6. Rooftop gardens

The next step was to rank stormwater management techniques in order of most appropriate to least.

1. Reduction in paved area
2. Detention/retention ponds
3. Rain gardens (tie)
4. Permeable paving (tie)
5. Green roofs

It is important to note that the scores for these techniques were fairly close— there was only a 0.9 point difference between the most and least appropriate average scores, indicating that there is strong support for all/any type(s) of stormwater management improvement.

The building height/density station began by asking for general comments on where increased height/density would be appropriate in the planning area, and where it would not be appropriate. Generally, participants agreed that increased building heights and density would be appropriate in the Pyare and McDonald's area,

but that height and density should then decrease near the Garden Homes area.

Participants were then asked to specify maximum building heights for different 'zones' in the planning area. The zones were defined based loosely on existing parcels and structures, but each zone stretched from University to the railroad tracks, ignoring actual parcel lines. In this way the planning area was divided into four zones: Pyare Square, McDonald's, Walnut Grove, and Garden Homes. Participants were asked to list the maximum building height for each zone, to gain an understanding of the type of transition that residents would comfortably accept. The average building heights specified are as follows:
Zone A (Pyare Square): 11.1 stories
Zone B (McDonald's): 3.7 stories
Zone C (Walnut Grove): 2.8 stories
Zone D (Garden Homes): 2.2 stories

PUBLIC WORKSHOP #1 RESULTS: QUALITY OF LIFE

During the Quality of Life station at the first public workshop, participants were asked to rank various issues according to their degree of concern. Participants then took part in a mapping exercise in which they labeled amenities and nuisances within and around the planning area.

The main concerns of Village residents, businesses, property owners, and developers in the area are (from most concern to least):

1. Flooding/Stormwater management
2. Internal vehicular connectivity
3. Pedestrian friendliness
4. Pedestrian/Bicycle connectivity
5. Adjacent redevelopment
6. Owner/Renter conflicts
7. Noise (tie)
8. Visual Clutter (tie)
9. Availability of Open Space/Greenspace
10. Lighting conditions
11. Housing affordability
12. Crime

When asked to rank their top three concerns, the issue that was listed most often as a major concern was Connectivity, both internal and with the rest of the Village and other destinations. The next most pressing issue was identified as Flooding/Stormwater management.

During the mapping exercise, participants were asked to map both amenities and nuisances in the planning area. The most common amenity was the affordability of the housing, followed by low crime.

Nuisances in the area covered a broad range of categories. Among these were the lack of visual appeal or cohesiveness of existing commercial development, traffic congestion at the main access to Garden Homes (Midvale and University), and poor pedestrian connections across University Avenue to Hilldale.

GOALS & OBJECTIVES

Urban design is critical to the health of a neighborhood. Addressing the form (the appearance of the neighborhood) is paramount to creating, enhancing, and maintaining a neighborhood's "sense of place." Proper design of parking and other infrastructure can alleviate associated problems that would otherwise be detrimental to the neighborhood.

Goal No. 1: Promote a pedestrian-scale environment within the neighborhood.

Objective No. 1: Promote pedestrian safety.

Pedestrian friendliness was a prevalent concern in the first public workshop. Crossing University Avenue can be treacherous during busy times, even with a stoplight & crosswalk. East-west connectivity between the Garden Homes area and the commercial area is very poor. Locust Drive can also be difficult to cross because of speeding drivers who sometimes ignore the stop sign at the exit from the Pyare Square parking lot. Bikers can also be an issue as they come off

the bike path and use the sidewalk instead of the marked bike lane.

Additional traffic calming measures, such as wider, more prominent crosswalks on University Avenue and speed bumps on Locust Drive would help alleviate pedestrian safety issues. Internal connectivity should also be improved to facilitate easier pedestrian access to commercial areas.



The bike path that runs along the railroad tracks transitions to a sidewalk and bicycle lanes on Locust Street.

Objective No. 2: Implement design guidelines for redevelopment to support a pleasant pedestrian experience.

The last part of this chapter includes general guidelines for design of buildings and how they relate to the street. Guidelines do not seek to prescribe specific architectural character or style, but concentrate on the building's relationship to the public realm. These guidelines should be referred to by developers when initially designing their project, and discussed by the Plan Commission when reviewing a project. The guidelines include discussion of building/floor heights, building character, building placement, and open space.

Goal No. 2: Preserve the existing quality of life for users and residents of the neighborhood.

Objective No. 1: Preserve and maintain Garden Homes.

Garden Homes is an established neighborhood, and almost all of the participants at the first public workshop felt that it should be maintained as a single family residential neighborhood in the future. New development should be sensitive to the residents of Gardens Homes. See the Urban Design guidelines later in this chapter for details on how new development should interface with the Garden Homes neighborhood.

Objective No. 2: Ensure that redevelopment provides an appropriate transition between new and existing structures.

While redevelopment will inevitably change the character of an area, it should not overwhelm the structures that remain. The Garden Homes neighborhood will remain in the future, so new development must transition between taller structures along the west side of the planning area to the two-story Garden Homes. See the Building Height section and the Urban Design Guidelines for a description of maximum building heights.

The Walnut Grove shopping center to the west of Garden Homes was constructed at a grade that raises the building far above the neighborhood, exacerbating the development’s looming appearance and shading a portion of the homes in the middle of the day. To enhance the transition between the existing Garden Homes and any redevelopment, the current grade differential should be lessened when redevelopment occurs.

Goal No. 3: Encourage sustainable development.

Objective No. 1: Encourage redevelopment to occur in a sustainable manner.

Redevelopment projects should include green buildings, reduce stormwater runoff, use dark sky lighting, and use quiet HVAC systems to avoid noise pollution. Each of the above items should be considered a component of an environmentally friendly project. The specific methods for implementing the above measures should be left up to the developer and what best fits a particular project.

The Village could implement incentives for including environmentally friendly building designs. However, the expectation should be that all projects will be environmentally friendly – the Village should not provide TIF assistance to developers who are implementing environmental measures that are becoming commonplace.

Objective No. 2: Review and edit ordinances to ensure that sustainable measures are not only permitted, but easy to apply for and review.

Oftentimes a community’s goals of improving environmental sustainability are thwarted by its own ordinances. Village ordinances should be reviewed and edited as needed to make sure that existing regulations do not place too many barriers to the implementation of environmentally friendly measures, such as the installation of solar panels or wind turbines.

RECOMMENDATIONS SUMMARY

Urban design elements should combine to create a walkable neighborhood with buildings that respect the public realm. Opportunities for bicycle and transit use should be enhanced. Redevelopment should increase density without towering over existing residential areas or increasing stormwater runoff. Urban design should take the following things into consideration:

- Promote pedestrian safety by incorporating traffic calming measures to the greatest extent

feasible. Improve internal circulation patterns as parcels redevelop.

- Implement the design guidelines (contained later in this chapter) when reviewing projects.
- Create an urban edge along University Avenue that is unified with proposed development on the south side.
- Preserve Garden Homes.
- Redevelopment should respect Garden Homes.
- Redevelopment should be environmentally friendly, improving on current conditions.
- Existing Village ordinances should be reviewed to ensure that sustainable practices are easy to implement.

URBAN DESIGN RECOMMENDATIONS

These guidelines are intended to be used to judge new development proposals in order to support the vision of the neighborhood. These guidelines cover aspects of urban form such as building height, building placement, streetscaping, and public space. All of these elements are essential to create a unique sense of place. When carefully planned, the urban character of an area can foster an environment that supports pedestrian activity and social interaction over vehicle circulation.

Overall Building Design Guidelines

Building Heights

The final building height recommendations were chosen to best fit the desired intensity of use within the area while still respecting the predominantly residential nature of the Village and the adjacent Garden Homes area. The planning area is an island of the village, separated by the railroad track on the north, and surrounded by commercial development on the other three sides. The planning area also makes up the northern side of the gateway to the University Avenue commercial district, an area which has received a lot of redevelopment attention recently. The character of the area needs to fit in with the character of the University

Avenue commercial corridor while functioning as a buffer to residents and preserving their quality of life.

Based on the location of the planning area and input gathered during the first public workshop, it is recommended that new buildings within the area have a variety of maximum heights to take advantage of the visibility of the site while preserving the residential character of the Garden Homes. The tallest buildings in the area should be located along the western edge of the site. New buildings in this area should have a maximum height of 8 stories (or 96 feet) to fit in with the development across University and the existing Pyare Square building. Because of the low floor-to-floor heights within the Pyare building, a newly constructed eight-story tower would likely be taller than the 8th floor of Pyare.

The middle zone of the planning area should have a maximum height of 4 stories (or 48 feet) to encourage redevelopment while providing a transitional zone between the taller buildings on the west to the neighborhood scale development in Garden Homes. New buildings along the edge of the Garden Homes area should have a maximum height of two stories (or 24 feet). The height limit (but not the floor limit) for buildings bordering the Garden Homes area may be increased to 35 feet if the grade of the land in that area is reduced by eight feet or more.

To further clarify redevelopment expectations, the maximum height of each story should be defined. The first floor can have a greater height than upper floors to accommodate retail or restaurant uses, but the maximum floor-to-floor height of the first floor should not exceed eighteen feet. Upper floors will likely be used for office or residential space, and should have a maximum floor-to-floor height of fourteen feet. Because of the significant grade changes on the site, final heights should be determined from the eastern side of each building.

Building Character

Composition: Building design should define a base, middle, and top to enhance the pedestrian nature of the neighborhood. The base of the building should be the most highly detailed portion, with human scale amenities and materials. Any façade which faces University Avenue, Garden Homes or any pedestrian area should receive the same amount of design attention as the front façade, and should have many of the same features at the street level.

Articulation: Building mass should emphasize verticality and rhythm rather than horizontality, to add a sense of vibrancy and life to the street. Articulation of new buildings should complement the character and scale of adjacent buildings and foster the image of the neighborhood.

Scale: Buildings with large footprints should vary the façade design through the use of different materials, color, and/or division to visually reduce the building's mass. Such variation will help add interest to the pedestrian experience and help the building fit in with other, smaller buildings in the vicinity.

Windows: Ground floor windows should be large and clear in order to allow visual access & connection between indoors and out. This will also allow a greater amount of daylight into ground floor businesses or offices, and allow retailers to display merchandise in public view.

Materials: A rich and interesting pedestrian zone requires the use of high quality, durable materials at the street level, such as stone, brick, or metal panels. Simpler, more cost efficient materials may be used on the middle and top portions of the building, or on sides of the building not easily seen. Where different materials meet, there should be a distinct variation in surface depth to avoid a flat façade.

Color: Color choices should complement the building's materials and architectural style, and harmonize with adjacent buildings. There should be sufficient variation in color between buildings to offer visual interest.

Green design: Green building design that promotes energy efficiency, use of sustainable and/or recycled materials, and environmentally sensitive stormwater management is encouraged.

Building Placement

The placement of buildings relative to their surroundings is an important factor in creating a unified and easily navigable environment. Some important considerations are the height and size of the building, solar access to surrounding uses, and the level of pedestrian activity expected or desired near the building.

Any buildings built along the railroad/ pedestrian path along the northern edge of the site should be set back far enough to minimize the shadow of the building on the bike path. It will be especially important to consider the angle of the sun during the winter, when the shadow of a building could prevent ice melt on the path. The amount of setback required should be relative to the finished height of the building, but at a minimum should provide for at least some sunlight on the bike path each day.

Buildings along the eastern portion of the commercial area abutting the Garden Homes should be set back from the property line at least twenty feet. This is enough distance to accommodate sufficient landscaping and screening to provide an attractive view for the residents of Garden Homes.

Buildings along University Avenue should be set back from the sidewalk five feet. This distance is enough to accommodate easy access to the buildings without interfering with sidewalk traffic, while still maintaining the urban street

edge, similar to development across University Avenue.

Due to the significant change in elevation from the Pyare Square site to the State Crime Lab building, the setback of new buildings on the western portion of the site is less important than the other areas. These buildings should accommodate some landscaping on all sides, but the setback from the property line on the west does not need to be more than ten feet unless additional space is needed for vehicle access on that side.

Open Space Guidelines

The following suggestions are general tools and guidelines to help create a safe, inviting and easily navigable open space network. Open space provides an opportunity for important social functions such as people watching and socializing. It also provides essential environmental functions, such as stormwater management and air temperature and quality management. The Pyare Square/Garden Homes area currently lacks any kind of open space, so it is essential that future development is required to provide public green space.

Sidewalks

Sidewalks are the fundamental pedestrian element in a streetscape. They provide both visual and physical access to adjacent land uses and transit facilities. Sidewalks are the arteries of successful public spaces; they channel prospective customers and clients through a space, and the economic success of an area is often proportionate to the quality of these public spaces.

Establishing an active pedestrian environment is vital to the success of commercial areas, retail or office. Provide adequate width for all uses, including loading & unloading of people from on-street parking, walking traffic, window-shopping traffic, and use of street furniture. The

width of the pedestrian realm, including the sidewalk and terrace, should be at least eight feet in commercial areas. Narrower paths are possible in passive green areas, although path width should still accommodate all users and mobility devices. The surface of all major paths should meet ADA accessibility requirements, generally a smooth surface with gaps less than ¼" and widths no less than 36".

Pedestrian Amenities

Pedestrian amenities are the elements which define the pedestrian realm, encourage pedestrian activity and create a sense of place. They include lighting, benches, café tables, planters, trash receptacles, signage, and kiosks. Pedestrian amenities are the difference between a thoroughfare and an active public space.

Dark-sky compliant pedestrian scale lighting should be provided to define pedestrian space and extend useable hours. Pedestrian scale lighting is lower than conventional street lights (typically 10-14') and provides more illumination of the sidewalk. Pedestrian lighting is also an easy and efficient way to provide identity to a district.

A variety of seating should be installed to maximize flexibility and comfort. Formal and informal seating should be provided, by using benches and seat walls or planters. It is important to have seating for small groups to gather, as well as opportunities for individuals to sit comfortably. Most people prefer to sit with some kind of shelter behind them, be it the back of a bench, a tree, or a shrub. Benches with backs and armrests are especially important for elderly people, who often cannot sit or rise comfortably without them. Street furnishings should complement other elements in the area, and use a similar palette throughout.

Opportunities for people to socialize and spend time outdoors should be provided. This can be

done by clustering amenities together to maximize their use, rather than spacing everything evenly along the street. For example, cluster benches and lighting under a tree, with a trash container nearby.

Planters of a suitable size and material should be chosen to best fit the streetscape theme and available space. In general, large planters will require less watering than small ones, which tend to dry out quickly.

Landscaping

Landscaping provides a finished look to a development, and is often the first thing users notice.

Trees are a key component in creating a sense of enclosure and human scale. Canopy trees provide shade in the summer, intercept rainfall, add visual interest through the changing seasons, and help reduce the perceived scale of taller buildings. Smaller, ornamental trees provide a more intimate space beneath them, and often have showier features than canopy trees.

Shrubs and groundcovers add additional 'layers' to the landscape, and help ground tall elements and screen undesirable views. They are often the most noticed element of a landscape, since they are at eye level.

A number of plant species should be used to provide variety as well as disease resistance. Suitability of the species to urban conditions such as drought and soil compaction must be considered. Plants with a variety of textures, colors and forms should be used to add visual interest. Plants with multi-season interest, such as flowers, fruit, seedheads, or bark provide variety. Deciduous trees provide summer shade and winter light, and evergreen vegetation provides year-round color.

Plants should be clustered whenever possible, and address the ground, middle, and upper zones by mixing groundcovers, shrubs and trees. This will maximize visual impact while providing a healthier environment for the plants.



T r a n s p o r t a t i o n

ASSESSMENT OF EXISTING CONDITIONS

Streets & Vehicular Traffic

Traffic

The planning area is near the confluence of several major roads. With estimated traffic counts ranging from 50,950 to 54,200 vehicles per day (VPD) just south of the planning area on University Avenue. University Avenue is the main conduit of car and bus traffic to the University and Downtown from the west side of Madison, the City of Middleton, and the Village of Shorewood Hills. It is also the busiest road in Dane County, aside from the US Highway and Interstate systems.

Other major roads with traffic counts over 5,000 VPD that are close to the planning area include: Midvale Boulevard (20,750 VPD just south of University Avenue), Whitney Way (18,700 between Sheboygan Avenue and Old Middleton Road), Segoe Road (10,250 VPD just south of University Avenue), Rose Place (9,250 VPD), and Sheboygan Avenue (6,800 VPD between Eau Claire Avenue and Segoe Road).

The overall area has many notable destinations; and although much of the traffic consists of through traffic heading to and from Downtown Madison, there is a significant portion that is attracted to the area by Hilldale Mall, the Wisconsin Department of Transportation, and retail and office development in the Village, such as Borders, Copps, and the UW Credit Union.

Like most portions of University Avenue east of Old Middleton Road, the section that runs past the planning area faces near-gridlock eastbound in the morning and westbound in the afternoon. Other than driveway openings onto University Avenue for businesses, access to the planning area is limited — the only other public access is Locust Drive via Rose Place. The limited access and high traffic counts on University Avenue could combine to influence potential redevelopment of the commercial parcels in the planning area.

There are two projects that will impact traffic in the area — the continuing redevelopment of Hilldale Mall, and the proposed redevelopment of the Hill Farms State Office Building parcel. A Traffic Impact Analysis (TIA) dated May 2007 was performed by Strand Associates as part of the rezoning process for the Hill Farms property. The TIA projects traffic increases from future phases of Hilldale Mall and redevelopment at the Hill Farms area, and makes recommendations to deal with the estimated increases in traffic. The study area stretches from Whitney Way to Midvale Boulevard, and from University Avenue to Regent Street.



The Hilldale Mall redevelopment — townhomes along Midvale Boulevard.

The TIA projects significant increases in traffic on area roads through 2025, with University Avenue traffic between Segoe and Midvale increasing by 17,650 VPD (35%), Midvale at University increasing 3,400 VPD (16%), Whitney Way between Sheboygan and Old Middleton increasing 3,930 VPD (20%), Segoe Road at University increasing 5,800 VPD (53%), and Sheboygan Avenue between Eau Claire and Segoe increasing 6,800 VPD (115%). It should be noted that not all of the predicted increase in traffic is due to development in the area.

A wide-ranging list of improvements to area roads, sidewalks, and bicycle routes are also

discussed in the TIA; only those that are recommended and adjacent to the planning area are listed below:

- Install a ramp meter on the eastbound Old Middleton Road on-ramp to University Avenue and coordinate it with the Whitney/University signal.
- Create a new University Avenue intersection with direct access to the Hill Farms parcel via a new street (“B Street”) between Segoe and the Old Middleton entrance ramp onto University Avenue.
- Extend a 2-way Old Middleton Road under University Avenue.
- Create a University Avenue underpass from the Hill Farms parcel (between Segoe and “B Street”) to the extended Old Middleton Road. Include bike lanes and sidewalks as part of the underpass.

As of February 2008 the Hill Farms General Development Plan (GDP) had been approved by the Madison Plan Commission and City Council, but the applicants had not addressed several conditions of approval. Therefore, the City of Madison considers the project “dormant,” and conditions placed on the development will have to be addressed before it moves forward. Whatever ends up taking place for the Hill Farms redevelopment, there should be no net decrease in Village-owned land due to new road connections or any other infrastructure projects related to the redevelopment.

Road Conditions & Layout

As mentioned above, there are several potential improvements that could take place in the future if the Hill Farms redevelopment proceeds as planned. In 2011, the County has plans to reconstruct University Avenue from Allen Boulevard in Middleton to Segoe Road. This section will be converted to an “urban” cross-section, with bike lanes and curb and gutter. Potential exists for the State and County to coordinate on integrating suggested

improvements related to the Hill Farms redevelopment in the planning and design for the University Avenue reconstruction. Pavement replacement from Segoe Road to Shorewood Boulevard is also scheduled for 2011, but could be moved to 2010 if sufficient funding is acquired.

The only other streets in the planning area are Locust Drive, Maple Terrace, and Burbank Place. Both Maple Terrace and Burbank Place dead end at University Avenue. Locust Drive was recently resurfaced and is in good condition. Both Maple Terrace and Burbank Place are in somewhat deteriorated condition and future redevelopment may include some work to these streets.

Parking

Parking in the area is sufficient, and perhaps excessive, for the commercial properties. The Pyare building has 243 surface parking stalls. A proposed redevelopment aims to reduce that to

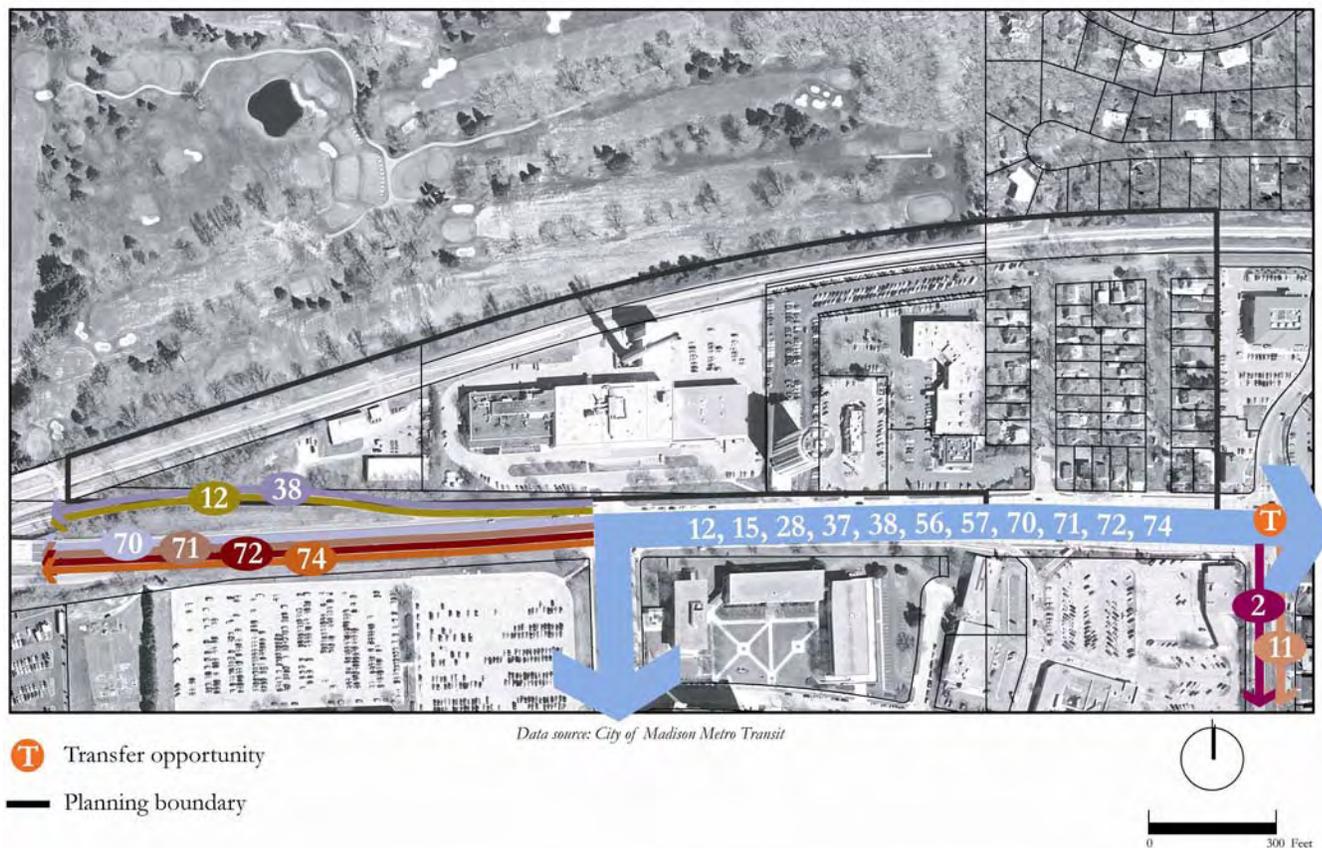
178 stalls (some of which would be in a parking structure) and increase the pervious area. The Walnut Grove shopping center has approximately 175 parking stalls, and rarely uses all of them. McDonald’s has about 55 parking stalls.

Right-of-way for the residential streets in the planning area is 60 feet, but the actual pavement width on Maple Terrace and Burbank Place is only about 25 feet, which limits on-street parking. Given that both streets are dead ends, however, the street width seems appropriate.

Buses

There are 11 bus routes that run in front of the planning area between Segoe Road and Midvale Boulevard. The section of University Avenue that runs along the south of the planning area has the best bus service on the West Side, with multiple options to get to the UW Campus, Downtown Madison, or Middleton.

Map 4.1: Existing bus routes.



Bicycles

A bicycle path runs along the railroad tracks at the northern edge of the planning area. The path runs from Spring Harbor Drive (a little over a mile west, along the path from Maple Terrace) to the eastern edge of the planning area at Locust Drive, where it ends at a section of sidewalk along the northern side of Locust and street bike lanes continue along both sides of Locust. If “missing links” can be filled in, the route has the potential to stretch from Downtown Madison all the way to Middleton.



Bicycle lanes along Locust Drive.

Pedestrians

Aside from the path discussed above, the area has limited pedestrian accessibility due to the barrier presented by University Avenue on the south and the railroad tracks and golf course on the north. There are no sidewalks along Maple Terrace or Burbank Place. There is a sidewalk that runs along University Avenue, and one along the north side of Locust Drive.

Rail

A Wisconsin & Southern rail line runs along the entire southern edge of the planning area. The line is used for freight, and generally has light traffic, some of which uses the tracks at night.

The County’s Transport 2020 planning process has recommended using the tracks for a

commuter rail route from Middleton to Sun Prairie. The current plan shows 3 stops in Shorewood Hills: directly north of the Midvale Boulevard terminus, at Shorewood Boulevard, and in the vicinity of the Veteran’s Administration Hospital. Federal funding assistance has been applied for to construct the system. A Regional Transit Authority (RTA), with an as yet undetermined funding mechanism, would need to be authorized by the state to operate the system. The long-term timetable has commuter rail service starting in 2015-2016, assuming federal funding is acquired, RTAs are enabled by the state, and voters approve a referendum.

PUBLIC WORKSHOP #1 RESULTS

During the transportation section of the first public workshop, participants took part in a mapping exercise to identify problems and solutions for pedestrian, bicycle, and motor vehicle circulation.

Several pedestrian and bicycle circulation problem areas were identified. University Avenue is the biggest obstacle near the planning area due to its traffic volume. Participants identified the Midvale Boulevard/University Avenue intersection and Segoe Road/University Avenue intersection as needing of stronger pedestrian connections. Also identified was the potential for a mid-block connection between the Garden Homes/Pyare area and Hilldale Mall.

East-west pedestrian movement is also a problem. Many residents pointed out that it is difficult to walk from their homes to the Walnut Grove shopping center, and even more difficult to walk to the Hill Farms area due to discontinuous pathways, conflicts with motor vehicles, and grade changes.

Several participants mentioned that there are conflicts between bicyclists and pedestrians

along the northern edge of the project area, where the paved bike path becomes a bike lane on Locust Drive. Residents pointed out that many bicyclists continue to ride on the sidewalk rather than merge into the bike lane, creating a dangerous situation for pedestrians.

Parents of young children pointed out that this area is also dangerous for children crossing the Locust Drive to go to school, not only because of bicyclists but also because of the car traffic along Locust Drive.

The most common circulation issue for motor vehicles was access to the planning area from eastbound University Avenue. Several participants admitted to performing U-turns in the middle of University Avenue to access their homes, rather than trying to navigate the busy intersection with Midvale. One solution that was offered was to condense the retail access points to one driveway that served all the development in the area and also made a connection to the Garden Homes area. Another option is to work with the Hill Farms development to gain access to a proposed underpass under University Avenue, providing a connection to the western portion of the planning area.

An abundance of surface parking was also listed as a traffic issue, and most participants felt that any new development should include underground parking facilities.

GOALS & OBJECTIVES

Goal No. 1: Promote strategies and improvements aimed at mitigating existing and future traffic congestion and access problems.

One of the most significant hurdles for future redevelopment is the need to change the existing access and circulation patterns in order to address traffic congestion and access issues. This must be done by enhancing interior connections and connections to the street network.

Objective No. 1: Improve and condense access into the area from the eastbound and westbound University Avenue lanes.

Currently the planning area has four access points off of westbound University Avenue and one access point from eastbound University. The multitude of access points has a negative impact on circulation because it increases the number of points where traffic is slowing to enter or exit the area and increases the complexity of internal circulation routes. It would be beneficial to condense the number of access points to two or three as redevelopment progresses. One access point from eastbound University Avenue should be maintained. Because the spacing of University Avenue turn lanes, it is unlikely that the current median opening, which allows left turns to and from the Walnut Grove parking lot, could be moved. Therefore, access to the current Walnut Grove site should be maintained at this location. The three westbound access points on the western side of the area could be reduced to one or two access points depending on parcel configuration. There is the potential for a better connection from University to Locust Drive as the area redevelops, potentially through the Pyare parcel or the Walnut Grove parcel. While connectivity would improve with such a connection, there is the potential for traffic to increase along Locust Drive.

Objective No. 2: Improve internal connectivity.

In addition to streamlining access points from adjacent roads, future redevelopment should focus on improving connectivity within the area to create a predictable circulation pattern. The current configuration of large, open parking lots and mix of parking configurations creates confusion. If parking is structured or underground, the internal circulation will primarily take place on driveways which serve the structured parking and limited surface parking. This change in parking configuration will, in and of itself, streamline internal connectivity. Access to internal parking should

be placed away from access points off of University Avenue in order to avoid potential bottleneck areas.

Interior site circulation and public road circulation should be designed in a manner that maximizes pedestrian safety and minimizes the potential for vehicular conflicts. The Village has learned from the Coppins/Walgreens/Borders redevelopment that a large number of driveway openings combined with a curving street can result in unsafe circulation patterns for both pedestrians and vehicles. Redevelopment in the Pyare area should maximize pedestrian and vehicular safety by limiting driveway openings on private and public roads.

Objective No. 3: Improve Safety on Locust Drive.

There have been numerous comments from area residents that traffic along Locust Drive often moves at speeds greater than appropriate for area conditions. Traffic calming devices may be necessary for the stretch of Locust Drive behind the Pyare planning area to reduce speed and improve pedestrian and vehicular safety. Potential traffic calming devices could include speed bumps, raised crosswalks, or crossing “islands” in the middle of the street.



Walnut Grove parking lot.

Objective No. 4: Initiate discussions with the State of Wisconsin to determine the feasibility of opening a connection between the State Crime Lab and the planning area.

There is currently a gate between the Pyare building parking lot and the State Crime Lab parking lot. The gate has remained closed in recent memory. A connection between the Pyare area and the Crime Lab would provide an outlet to the signalized intersection at Segoe Road, which would relieve traffic at the Rose Place/University Avenue intersection. The Village should work with the State to see if reopening the connection is feasible. If possible, a connection should be created/maintained as either property redevelops.

Objective No. 5: Require redevelopment proposals to reimburse the village for a traffic impact analysis (TIA) that identifies potential impacts of development on traffic circulation patterns. Development should not create traffic that cannot be handled by existing or anticipated transportation systems.

Each redevelopment project should provide information to the Village on its traffic impacts on the area. Redevelopment in the Pyare area should be balanced, so that one development does not use traffic capacity that is disproportionate to its size. The Village will craft formal TIA guidelines so developers know what issues must be addressed when a TIA is performed. TIAs should include strategies to reduce the peak-hour impact of proposed developments.

Objective No. 6: Encourage the use of mass transit and other non-car oriented transportation methods.

Facilities such as showers and covered bike parking should be incorporated into buildings as redevelopment occurs to make it more likely for people to bicycle to work. Pedestrian amenities should be provided in the Pyare area to make the street more appealing. Connections to University Avenue should be improved.

The Village should consider mandating the use of Transportation Demand Management (TDM) techniques in redevelopment projects. Such techniques could include free bus passes for employees, paying a bonus to employees who do not drive to work, and encouraging carpooling.

Locating a shared car (perhaps in conjunction with the Community Car program) in the area could allow more people to take mass transit or bike to work by giving them an option for mid-day errands.

Goal No. 2: Provide enhanced safety and connectivity for pedestrian and bicycle traffic.

As redevelopment occurs in the Pyare Neighborhood, increased use will require that more attention be paid to the safety of pedestrians and bicyclists. This can be accomplished through enhanced crossings at existing circulation points, and numerous improvements internal to the redevelopment site.

Objective No. 1: Enhance pedestrian connections internal to the area.

Currently the circulation within the Pyare Area is challenging for automobiles, and even more difficult for pedestrians and bicyclists. Enhancing connectivity will improve safety and also increase the likelihood that people will walk or bike to destinations within the area. Sidewalks, walkways, crossings, paths, and signage must all be considered.

Currently, children from the Garden Homes who walk to the nearby Shorewood Hills Elementary School must cross Locust Drive at points which are either poorly marked or unmarked. Clearer pedestrian crossings, in conjunction with traffic calming devices along Locust, could work to increase pedestrian safety by making them more visible to traffic.

Just as the elementary school is an off-site destination which requires connections within

the Pyare planning area, the proposed transit stops to the east and west of the site would also benefit from improved pedestrian connections. It would be most convenient to integrate pedestrian improvements into the existing path which runs alongside the rail line. Although the path is already used by both bicycles and pedestrians, if a transit stop were to be located along the route, the increased pedestrian usage would likely cause a conflict with bicycling users. It would be beneficial to enhance the pedestrian portion of the path by creating a separate paved portion or widening the path with a clear demarcation between the pedestrian and bicycle sides.

All of the above enhancements deal with moving pedestrians through the Pyare planning area. Equally important is the need to provide connections for pedestrians and bicyclists within the area. To do this, all future structures should be linked with dedicated pedestrian circulation routes and easily accessible bike lanes. Pedestrian routes should be a combination of sidewalks that are located in a manner which limits pedestrian/automobile interaction, and common greenspace which is linked by pedestrian paths and gathering spaces. Providing substantial pedestrian connections within the site will also encourage centrally located parking which can limit automobile circulation problems and congestion at access points.

Internal bike lanes should service the entirety of the planning area and link to the existing bike path on the northern end of the neighborhood. Convenient and secure bike parking should also be located by each building.

Lastly, in order to direct pedestrian traffic through the area, wayfinding signage should also be present. Effective wayfinding would include well-marked buildings, in conjunction with signage along pedestrian and bike routes,

indicating the location of important destinations within the neighborhood and destinations outside of the Pyare neighborhood.

Objective No. 2: Provide improved crossings at important pedestrian and bike nodes connecting the Pyare Neighborhood to other locations in the surrounding environment.

The second component to enhancing pedestrian safety and access in the area is to link the Pyare Neighborhood to the other offerings in the surrounding environment. Because of the busy nature of University Avenue, it would likely be best to consolidate pedestrian crossing locations on University Avenue to one location. Because the intersection at Midvale and University is already signalized and is the gateway to the Hilldale area, it is recommended that the primary pedestrian crossing be located at that intersection. There is also the potential for a University Avenue pedestrian overpass to be constructed which would further enhance pedestrian crossings and shift the primary pedestrian access to the location of the overpass.

In order to integrate the Pyare Neighborhood with a pedestrian crossing at the Midvale Avenue and University Avenue intersection, or a future pedestrian overpass, it would be beneficial to improve the existing sidewalk along University Avenue from the Pyare site to the pedestrian crossing. An improved sidewalk would likely need to be widened and more clearly separated from the roadway through the use of pedestrian scale elements such as lighting. In order to do this, it would be necessary for the Village to work with the City of Madison because the sidewalk is part of the University Avenue right-of-way, which is primarily in Madison as it runs past the planning area.

There are three potential locations for a pedestrian overpass of University Avenue: at the Midvale Boulevard/University Avenue intersection, at the Segoe Road/University

Intersection, and midway between Segoe and Midvale. The future location will depend upon coordination with the City of Madison and the owners of Hilldale Mall.

Goal No. 3: Promote and accommodate existing and future alternative transportation options.

The location of the Pyare Neighborhood within a larger retail, residential, and office node means there is a robust network of existing alternative transportation options. For example, the area has 11 bus routes which run past it, as well as a dedicated bike path, and a potential future rail stop. Although the alternative transportation infrastructure is largely already in place, future development in the Pyare Neighborhood should promote the use of and accommodate alternative transportation options.

The primary methods of encouraging the use of alternative transportation options in the Pyare Neighborhood have already been discussed in other segments of this document. For example, it will be important to ensure pedestrian connections are present between the area and existing bus stops as well as future rail stops. In addition, bike lanes or space for bikes should be provided within the redevelopment area along with adequate and convenient bike parking. This will ensure cyclists can safely coexist with the automobiles that are using the internal driveways and streets.

**RECOMMENDATION
SUMMARY AND CONCLUSION**

Issues of connectivity, access, and circulation, are important in creating safe and inviting redevelopment. By concentrating on making enhancements to the transportation infrastructure for both automobiles and pedestrians, future development can mitigate current transportation issues and meet the goals of improving the experience of Pyare Neighborhood residents and users. The Village

should review the following recommendations when considering future transportation improvements.

Traffic and Access

- Consolidate the three access points on the western side of the Neighborhood into one or two access points.
- Limit the number of intersections of internal driveways.
- Install traffic calming devices along Locust Drive.
- Install wayfinding signage to direct traffic to destinations within and outside the neighborhood.
- Require a traffic impact analysis as part of redevelopment proposals.
- Encourage the use of bikes and transit within the area (this may take the form of requiring certain items, such as shower facilities for bikers, to be included as part of redevelopment projects).

Pedestrians and Bicyclists

- Enhance pedestrian crossings at Locust Drive to improve safety of children walking to school and pedestrians attempting to connect with the path.
- Improve pedestrian access along the path west to the proposed transit stop in order to avoid potential conflict between bicyclists and pedestrians.
- Create a network of sidewalks and paths through the neighborhood linking future development
- Create bike lanes through the neighborhood linking future development.
- Provide abundant, secure, and convenient bike parking.
- Install wayfinding signage to direct pedestrian, bike, and auto traffic to destinations within and outside the neighborhood.
- Work with the City of Madison to provide improved access to key pedestrian crossing

points on University Avenue by widening and defining existing sidewalk space along University Avenue and potentially installing a pedestrian overpass.



5 Utilities & Community Facilities

ASSESSMENT OF EXISTING CONDITIONS

Community Facilities

Community facilities are important to the life of a neighborhood because they provide services that ensure a safe and cohesive community environment. Existing community facilities within the neighborhood area include fire, police, emergency medical services, health care, a park, and a church.

Fire and EMS

Fire and rescue services are provided by the Village of Shorewood Hills volunteer firefighters and EMTs, whose services are based out of the facility at 1008 Shorewood Boulevard. The departments provide internship opportunities to college students in the area.

Police

Police service is provided by the Village of Shorewood Hills Police Department, located in the Village Hall at 810 Shorewood Boulevard. The Police Department currently employs six full time officers, including a Chief of Police, a Lieutenant, and a full time detective. The department also employs approximately ten part-time officers.

Health Care

The Pyare Neighborhood is located less than 1-1/2 miles from a node of health care facilities at the University Bay Drive and University Avenue intersection. The facilities present at this location include the UW Health University Station Clinic, the UW Hospital, and the VA Hospital. A Ronald McDonald House facility is also located within the area, at 2716 Marshall Court.

The UW Health Clinic provides eye care services and is home to a host of clinics, including geriatrics, internal medicine, memory assessment, mental health, mobility, and pediatric and adolescent care.

The Ronald McDonald House provides a temporary residence for families whose children (18 and under) are undergoing treatment at Madison area

health care facilities. The cost is \$10 per night, but no family is turned away because of financial resources. Families stay at the House from one night up to a year, as long as their children are receiving medical treatment.

The Ronald McDonald Care Mobile also provides free dental services in Wisconsin and medical and dental services in northern Illinois to children who otherwise would not have access to health care.

The UW Hospital at 600 Highland Avenue provides a full range of routine, preventative and emergency care services. It is also a teaching hospital; students in medical school at the UW work under the supervision of physicians to gain experience and complete their education. The American Family Children’s Hospital, a recent addition to the UW Hospital, is “a complete children’s medical and surgical center with a pediatric intensive care unit, an internationally recognized transplant surgery program, a children’s cancer center and a family-friendly atmosphere” (Hospital website).

The William S. Middleton Memorial Veterans’ (VA) Hospital provides qualifying veterans with tertiary care in medicine, surgery, neurology, and psychiatry. The VA Hospital is affiliated with the UW Hospital, and the two share many facilities and staff. A staff of approximately 1,080 at the VA Hospital treats the more than 34,000 veterans who visit the VA Hospital annually.

Parks and Open Space

The nearest open space to the planning area is the Blackhawk Country Club which borders the Neighborhood to the north and west. Although the Country Club provides visual open space it is not daily usable open space in the same sense as a village park. The largest park in Shorewood Hills is Post Farm Park, which is approximately one mile east of the planning area. The 8.7 acre

park includes 3 tennis courts, a sand volleyball court, the Village’s Olympic size pool and community center, community gardens, and walking/biking paths. There is also some open space located at the Shorewood Hills Elementary School just northeast of the planning area. Because the Pyare Neighborhood borders the busy University Avenue corridor it may seem separated from the greenspace north of the planning area. This problem is exacerbated by the lack of greenspace in the neighborhood.

Municipal Infrastructure

Infrastructure in the planning area is not in imminent need of replacement, but the Village Engineer has identified several projects which may occur as part of the project plan for the Pyare Square tax incremental financing district.

Those projects include:

- Maple Terrace street work.
- Maple Terrace sanitary sewer .
- Burbank Place street work.
- Burbank Place sanitary sewer.
- Potential University Avenue pedestrian overpass.
- Pyare Square, McDonald’s, Walnut Grove, and Garden Homes stormwater improvements.

Outside of Village control, the City of Madison will be undertaking a partial street reconstruction on University Avenue west of the planning area. The Madison Metropolitan Sewerage District (MMSD) had been considering a sewer interceptor upgrade along University Avenue, but that project has been indefinitely postponed.

GOALS & OBJECTIVES

Many goals and objectives related to infrastructure upgrades were covered in past sections—for example sidewalk improvements, traffic calming devices, and the Locust Drive extension. This section covers infrastructure-related objectives that have not yet been

discussed. In general, it will be necessary to provide adequate infrastructure (sewer, water, electric, fiber optic) to accommodate the increased density that is planned for the Pyare Neighborhood.

Goal No. 1: Coordinate infrastructure improvements to the extent possible.

Objective No. 1: Work with MMSD and the City of Madison to coordinate sidewalk and driveway improvements along University Avenue.

As discussed in earlier sections of this plan, it is recommended that improvements be made to the sidewalks along University Avenue in front of the planning area. To avoid unnecessary expense and time, the Village should work with the City and MMSD, if possible, to coordinate any work being done which may disturb the area. In other words, if MMSD is replacing sewer interceptors along University Avenue, it may be beneficial to coordinate sidewalk and driveway improvement projects so they occur at the same time.

Objective No. 2: Coordinate road construction projects with utility work.

Any potential utility work within the planning area should be coordinated with planned road work. In particular, when making potential improvements to Burbank Place and Maple Terrace, the sewer work and the road work should occur at the same time. In addition, if Locust Drive is extended, any potential utility work on the Pyare parcel should occur simultaneously.

Objective No. 3: Work with County/RTA when making any improvements to pedestrian connections to ensure the improvements could be utilized by a potential transit stop.

The opportunity for a transit stop exists in the planning area. If it is decided to locate a stop along the rail corridor, adequate connections to that stop would have to be made as discussed in the transportation section. If any improvements

are done to potential connections, for example, the path on the north side of the Neighborhood, work should be coordinated with the County/RTA in order to anticipate the improvements needed for a future transit stop.

Goal No. 2: Use environmentally friendly stormwater management practices.

Objective No. 1: Use greenspace for stormwater management.

As discussed earlier in the plan, an increase in the amount of greenspace present in the Neighborhood will greatly increase connectivity and quality of life for users and residents. Greenspace can also be used as a stormwater management tool. New greenspace should include elements such as rain gardens, bioswales, and water detention locations. All of these elements are intended to slow the flow of water across the site and increase infiltration. By doing this, less water will settle in the Garden Homes area and cause flooding issues.

Objective No. 2: Use porous pavement for portions of the paved surface in the planning area.

Porous concrete technology has advanced to the point where cities are beginning to use it as a viable alternative to traditional asphalt, and not only for experiments or demonstration areas. For example, the City of Chicago has recently reconstructed alleys to use pervious pavement in order to cut down on stormwater runoff. If possible, pervious pavement could be used in the Pyare improvements in order to increase infiltration. If cost prohibits the use of large quantities of pervious pavement, specific low points could be targeted for the use of the technology.

Objective No. 3: Integrate stormwater management techniques into redevelopment projects.

All new development will need to meet Village stormwater requirements. Projects should integrate stormwater management techniques

into design, not only increasing pervious surfaces, but maximizing the use of bioretention, bioswales, green roofs, and other modern stormwater management techniques.

Objective No. 4: Coordinate with the City of Madison in reducing “upstream” stormwater.

Many of the stormwater issues within the planning area are caused by development within the City of Madison. The Hill Farms Department of Transportation site is 21 acres that is almost entirely impervious, with virtually no stormwater management measures. The State Crime Lab is about 7 acres, also covered almost entirely by impervious surfaces with no stormwater management. The Village must coordinate with the City of Madison on any redevelopment projects on those sites, and any other projects that could lessen the stormwater issues facing the planning area.

RECOMMENDATIONS SUMMARY & CONCLUSION

The Village has the opportunity to use the redevelopment of the Pyare Neighborhood to

showcase environmentally friendly Best Management Practices and address some of the chronic flooding issues in the planning area. In addition to the infrastructure recommendations integrated into previous chapters, the Village should:

- Work with MMSD and the City to coordinate future sidewalk and driveway improvements.
- Coordinate road construction projects with utility upgrades .
- Work with the County/RTA to coordinate potential improvements to pedestrian connections which may some day serve a transit stop.
- Use the development of greenspace to integrate stormwater management techniques aimed at increasing infiltration.
- Use pervious pavement to the greatest extent possible.
- Integrate stormwater management practices into redevelopment projects.
- Coordinate with the City of Madison to lessen stormwater coming into the planning area.



University Avenue at Midvale Boulevard after a heavy rain.



Implementation

ACTION PLAN

In order to move from the planning process to implementation, some critical steps must be undertaken:

1. Adopt the Pyare Neighborhood Plan.
2. Establish the Tax Increment Finance District for the Pyare area.
3. Finalize design recommendations and submit capital budget requests for needed infrastructure improvements concurrent with Plan recommendations.
4. Initiate discussions with the State of Wisconsin to determine the feasibility of opening a connection between the State Crime Lab and the planning area.
5. Work with the City of Madison and the Department of Transportation to determine and implement funding strategies for future right-of-way needs and improvements.
6. Work closely with all potential private developers to ensure the aims of this plan are carried out.



This Plan was adopted by the Plan Commission on April 14, 2009 under §62.23 (3) to aid the Plan Commission and Village Board in performance of their duties. The Plan Commission's resolution adopting this Plan is attached.