

From: Bidar-Sielaff, Shiva
Sent: Tuesday, May 6, 2014 3:15 PM
To: All Alders
Subject: University Ave Corridor Plan (Agenda #34)- Amendments

Dear Colleagues,

As you know the University Ave. Corridor Plan is on our council meeting agenda tonight (Agenda #34).

Let me first cut to the chase, and then give you some background:

Amendments to recommendations by Plan Commission: As the district Alder, I would to request your support for 3 amendments I will be making to the recommendations from Plan Commission:

- 1. Change Recommendation #1 on page 11 of staff report to revise Map 16 and associated narrative to reflect:**
bullet b) strike “exceeding 100 per units per acre” and replace with “up to 140 units per acre for area B and 104 units per acre in area C are supported”
bullet c) strike “densities of 80 units per acre or above are supported’ and replace with “densities of up to 99 units per acre are supported’
Explanation: staff failed to recommend any upper limit for the units/acre. This plan believes in additional density in a balanced and appropriate way. The numbers proposed in this amendment reflect 30% increase density over the current average units/acre in each of these areas.
- 2. Change Narrative of Figure 6 on page 9 of staff report to “6 stories” (for the area on the Northside of University Ave appearing in the map)**
Explanation: the submitted plan recommended 4-5 stories; staff and PC recommended 8 stories. I firmly believe that 6 stories is an appropriate height form an urban infill and design perspective for this area and created a balanced additional density as expressed in the amendment above. As a reference the Mullins building on the 2500 block of University Ave is 6 stories.
- 3. Leave Recommendation #3 on page 11 of in Staff Report as written by staff**
Explanation: Plan Commission recommended “that the 5-foot setback should be provided to create a better pedestrian environment through a widened sidewalk *but should not be provided for plantings or landscaping.*” This is contrary to the submitted plan, UDC and plan recommendation for creation of streetscape amenities and landscaping in that 5” setback)

Background:

The plan as submitted was the result of 3.5 years of engagement of neighborhood residents, businesses, property owners and other stakeholders led by a group of hard working Regent Neighborhood Association Board members who volunteered countless hours of their time. They organized neighborhood meetings, businesses on the corridor were surveyed and invited to meetings, walks of the corridor were organized, and numerous meetings with city planning staff and myself were held. The best word to describe the plan before you is balance. It provides a vision for a balanced approach to redevelopment and added density in this corridor. It calls for

more density while acknowledging that too much added density will put too much pressure on an already extremely busy corridor, creating the sort of gridlock that will drive people away from wanting to live on or around the corridor and scaring away businesses. This is a corridor that is at or close to capacity. It is a huge transportation corridor, one of the busiest city corridors given the number of buses, bicyclists, pedestrians and cars that utilize it on a daily basis. We already have serious challenges in attracting businesses to the corridor, businesses have specifically mentioned lack of parking as a main reason they do not locate on the corridor. The balanced approach reflected in the plan before you is essential to the livability of the area and will encourage neighborhood businesses to take root and prosper. The letter submitted by the owners of Lombardinos, one of the cherished businesses on the corridor, reflects well what we hear over and over from current and potential businesses in the corridor.

I have been intimately involved in this planning process and I hope that you will trust my knowledge of both the process and the need for balanced growth and density in my district. I hope that I can count on your support of the amendments above that I will be offering from the floor tonight.

Please do not hesitate to call me if you would like to discuss these amendments with me before our council meeting.

Best,

Shiva Bidar-Sielaff
District 5 Alder
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