



REGENT STREET - SOUTH CAMPUS

Neighborhood Plan

Approved by the Regent Street-South Campus Neighborhood Plan Steering Committee on November 28, 2007.

Revised Feb. 18, 2008.



Regent Street
South Campus

City of Madison, Wisconsin

*Adopted on:
Resolution No. :*

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Regent Street
South Campus

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We also extend our thanks to the business owners, residents, and other members of the public for sharing their hopes, concerns and ideas for the future of this area. This input served as the basis for the recommendations contained in this document.



City of Madison

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Executive Summary



■ Regent Street-South Campus planning area.



■ Buildings near the Regent Street and Park Street intersection.



Regent Street
South Campus

Overview & Purpose

The Regent Street-South Campus Neighborhood Plan was developed to serve as a comprehensive guide to ensure that this important urban neighborhood continues to thrive well into the future. The neighborhood-- roughly bounded by Monroe Street/Randall Avenue on the west, West Johnson Street on the north, Murray Street/ East Campus Mall on the east, and Regent Street on the south-- is often characterized as a place where the University of Wisconsin interfaces with the broader community. It is a place where students, business employees, and residents of different incomes, races, and backgrounds interact. The continual activity of the UW Campus and area medical institutions, adjacent established neighborhoods, and nearby amenities like the trails, lakes, restaurants, and the Vilas Zoo make this area an exciting place to live, work, and visit. Residents and visitors alike are drawn to the area's youthful energy, events, restaurants, businesses, and medical services. It is a neighborhood that has a unique vibrancy and diversity amongst Madison's neighborhoods.

The neighborhood's unique location within the city has generated renewed interest in it. Although it has seen few major changes in recent years, several development proposals have raised questions about the future of the neighborhood and how it will look and function. This Plan attempts to answer those questions.

The Plan

This document was developed over the course of one year and incorporated multiple opportunities for community input, including large-scale public meetings, Steering Committee meetings, focus groups, surveys, and an interactive website. The planning process was guided by a Common Council appointed Steering Committee comprised of representatives of area businesses/property owners, neighborhoods, UW-Madison, area medical institutions, students, as well as alders.

The Plan is organized into the following chapters reflecting the format of the City's *Comprehensive Plan*: Land Use, Urban Design, Transportation, Housing, Economic Development, Parks and Open Space, Environmental, Historic and Cultural Resources, and Community Facilities & Infrastructure. Each of these sections provides an assessment of the existing conditions and recommendations for future improvement. Some highlights of these chapters are outlined below.

• Land Use

Land within the planning boundary is largely planned for University uses, multifamily housing, and mixed-use development. Land use recommendations include: providing additional housing density for the student population, providing a transition between the University on the north and the Vilas and Greenbush neighborhoods to the south, and taking

Executive Summary



■ Camp Randall Stadium Gate.



■ Bikers on the Southwest Path.



Regent Street
South Campus

advantage of the area's location and high traffic volumes when redeveloping properties. Major corridors in the area, like Regent Street, are planned for mixed-use development. Retail space in these areas can serve students, residents, employees, and commuters.

There are two categories of mixed-use designations specified in the Plan: "Neighborhood Mixed-Use" for areas adjacent to single-family residential development, and the higher density "Community Mixed-Use" district for areas more isolated from single-family residential. The Neighborhood Mixed Use designation is generally for retail, office, and residential activities that have more of a neighborhood focus, while Community Mixed Use can attract more users from a wider area. Both designations reflect the City's *Comprehensive Plan*.

In addition, there is a general employment district located at the intersection of Park Street and Regent Street. This is envisioned as a mix of retail and office uses which support the surrounding University and hospital uses.

Finally, the Plan provides a bridge between recommendations in the City's *Comprehensive Plan* and the University's *Campus Master Plan* by providing additional detail to ensure a cohesive integration of uses, buildings, and amenities.

• *Urban Design & Streetscaping*

This section and its recommendations primarily deal with the urban form and aesthetics of the physical environment. The plan recommends a variety of building heights distributed to reflect the desired character of individual sub-areas and appropriate transitions in scale and massing to adjacent development. Future building height recommendations are highest near existing tall buildings to the north and east of the planning area, and are held lower adjacent to residential areas to the south. In addition, recommendations for building design include the use of step-backs of upper floors to maximize light and air in the public right-of-way, and to provide an engaging pedestrian-scaled façade on ground floors. Important corridors within the area have additional design guidelines to improve the pedestrian environment and promote a cohesive aesthetic environment.

This section also contains recommendations for improvements to the public realm. These recommendations emphasize the comfort and safety of pedestrians and bicyclists in the area and promote non-motorized transportation modes. Streetscaping recommendations are further emphasized on important pedestrian corridors, such as Regent Street and Orchard Street. These streetscaping recommendations include wider pedestrian spaces with ample room for benches, street trees, vegetation, and other amenities.

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■ Student Apartments.



■ Local Electronics Store.



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• *Transportation*

Although several major thoroughfares pass through or are adjacent to the planning area, it is heavily reliant on alternate means of transportation including bicycles, buses, and walking. Primary traffic generators include University facilities, student housing areas, hospitals, and retail establishments. The Plan emphasizes enhanced connections to destinations within and outside of the neighborhood and promotes all forms of transportation. Specific recommendations include: additional bike lanes and routes, improved pedestrian crossings, better pedestrian facilities on busy corridors, and improving the aesthetics, safety, and comfort of pedestrians and bicyclists.

The transportation section also includes recommendations dealing with parking in the area. Most parking is currently provided on city streets, in small private lots, and in structured parking at hospital and University facilities in the surrounding area. The Plan calls for additional structured parking within the planning area to support the recommended increase in density and to support local businesses.

• *Housing*

The Plan attempts to reconcile the sometimes strained relationship between students and other neighborhood residents. Because of the University's proximity, there is a high concentration of student renters in homes

originally built for single-family occupancy in the Vilas and Greenbush neighborhoods. More owner-occupied units in the area would provide a year-round customer base for businesses, and a wider mix of units to better transition between student housing clusters and adjacent single-family neighborhoods. Some of the student population that currently lives south of Regent Street could be accommodated north of Regent Street, even closer to the University. Increasing housing within the area north of Regent would further support transformation of student housing in the surrounding neighborhoods of Vilas, Greenbush, and Regent to owner-occupied housing units.

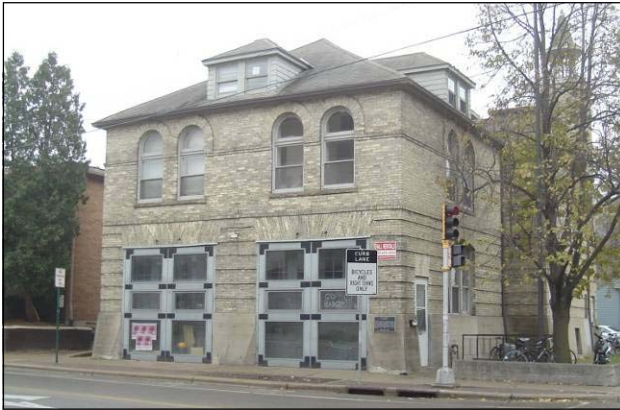
• *Economic Development*

Economic development recommendations in this Plan focus on enhancing Regent Street a viable commercial corridor with a unique niche of goods that is an asset to all groups living and working nearby. This may include goods to serve their daily living needs such as hardware, groceries, and other items. In addition, the lack of parking and the current street aesthetics make it difficult for businesses, such as restaurants or high-end retailers, to draw customers from outside the area. The Plan also discusses possible improvements to the business climate to make Regent Street more of an asset to existing and potential small local businesses.

Executive Summary



■ A tree-lined residential street near the planning area.



■ Historic building in the planning area.



Regent Street
South Campus

• *Parks and Open Space*

There is little open or recreation space within the planning boundary. The Plan recommends improving the Southwest Path to provide open space for all types of users. "Sliver" areas which hold little value as development parcels along the path were identified, and could support the expansion of the corridor and possible locations for pocket parks. In addition, the University has plans for the creation of several new green spaces throughout the planning area. Those spaces are illustrated in the plan.

Finally, the subject area is located between several of the City's best recreational areas, parks, lakes, and the Henry Vilas Zoo. Recommendations in the Transportation and Streetscaping chapters are intended to improve connectivity and access to these amenities.

• *Environmental, Historic & Cultural Resources*

Environmental resource recommendations include ideas to address issues of protecting the Lake Monona watershed, a water well, and encourage sustainable development in general. It is expected that all future development within the planning area will adhere to the highest environmental standards. Providing stormwater infiltration through features such as green roofs, permeable paving, and rain gardens can help reduce pollution and sediment build-up in Lake Monona. Unfortunately, the presence of a wellhead and the brownfield status of many of the properties (especially along Regent Street)

may limit some of these opportunities. Further study is required to determine the extent of the wellhead protection zone and potential infiltration measures. Goals for sustainable development have been identified in the Plan, including the potential for Leadership in Energy and Environmental Design (LEED) certification to allow height bonuses for certain developments.

Much of the planning area was once part of Madison's historic Greenbush Neighborhood and contains a rich tradition of diversity, institutions and architecture. Historical and cultural resources were identified and integrated into the Plan.

• *Community Facilities and Infrastructure*

The Regent Street-South Campus planning area contains several important community facilities, like the Neighborhood House Community Center, fire station #4, the campus police station, and several social support facilities. The Plan calls for continued support of these facilities and recognition of their importance to the local population.

The Plan also calls for the improvement of infrastructure in the area either through capital improvements budgeted and initiated by the City, or in association with private development. Key among these include enhancing pedestrian and bicycle safety and comfort through streetscaping and improving aesthetics by burying overhead utility lines along Regent Street.

SECTION I:

Introduction



■ Budget Bicycle Center: 1230 Regent Street.



■ Mixed use commercial/residential development:
1368 Regent Street.



The Regent Street – South Campus planning area consists of approximately 130 acres of land situated between the University of Wisconsin-Madison and several established, stable neighborhoods. It is close to downtown and several major institutions, such as Meriter and St. Mary’s Hospitals. Thoroughfares bordering the neighborhood carry a combined 60,000 cars per day, providing exposure to many people who don’t live in the immediate area. It is an important and visible part of the community.

In general terms, the planning area can be described as having two distinct, but closely interrelated sub-areas. The first is the Regent Street corridor which is an older, neighborhood-commercial district primarily comprised of businesses that serve the surrounding area; including a significant population of university students. Although the businesses appear to be successful, the physical nature of the corridor is reflecting its age, and there are several parcels along the corridor that have drawn recent redevelopment interest.

The second sub-area lies north of Regent Street and runs to the University of Wisconsin-Madison campus. It can be characterized as a transitional area between the neighborhood and the University, which includes a mix of land uses such as University buildings and facilities, and several student-oriented housing developments. Much of this area is also aging and offers numerous parcels that are ripe for redevelopment. In fact, recent interest in the

development of new student housing projects has been one of the key factors in increasing awareness of the need for a neighborhood plan.

Although this is the first Regent Street—South Campus neighborhood plan, the surrounding area has seen numerous other planning efforts. Several surrounding neighborhoods have or are in the process of creating neighborhood plans, and the University has recently completed a Campus Master Plan (which includes some of the land within this planning area). In addition, special corridor plans have been created for Monroe Street and Park Street, and generalized land use recommendations are included in the recently adopted *City of Madison Comprehensive Plan* (and in the *City’s Master Plan* before that). Despite all these planning efforts, there has never been the level of specificity necessary to effectively guide the future of this area.

Map 1.1: Locational Map



SECTION II:

Planning Process

► Public Involvement



■ Public meeting at the Neighborhood House Community Center.



PUBLIC INVOLVEMENT

The process for this neighborhood plan was designed to foster public involvement and investment in the vision, and it is hoped that by creating community input and buy-in, the plan is more likely to be implemented in a cooperative and efficient manner. Below is an overview of the steps that were taken during the planning process between January and December 2007:

- *Regent Street-South Campus Neighborhood Plan Steering Committee:* This 19 member committee appointed by the Mayor and confirmed by the Common Council, consisted of the following representatives: area alders, businesses, adjacent neighbors, area medical institutions, UW-Madison, and students. The Steering Committee met a total of 11 times to provide the process oversight, consider public input, and develop recommendations.
- *Large-Scale Public Meetings:* Four large-scale public meetings were held to gather input on topics such as land use, building heights, issues facing the area, and design guidelines.
- *Focus Groups:* Two rounds of focus groups were held with key stakeholder groups, including: business owners, adjoining neighborhood residents, developers and land lords, and students. These groups provided insight into issues facing the area, its assets,

and perspectives on draft design guidelines and recommendations.

- *Business Survey:* A survey was distributed to all the businesses along Regent Street to understand their perspectives of the area as a business location.

Planning Process



■ Community members participated in a Lego design exercise at the second large-scale public meeting.



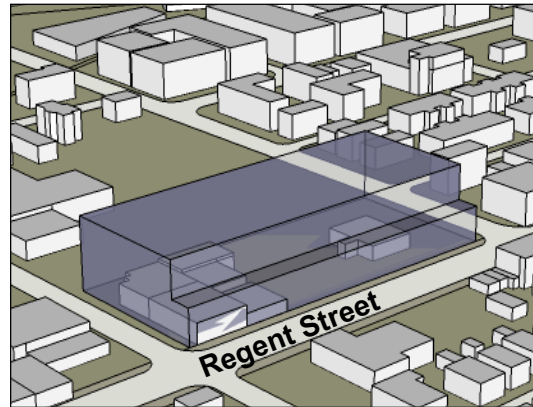
Regent Street
South Campus

Event	Dates	General Topic
Steering Committee Meeting #1	January 29, 2007	Introductions, objectives, timeline and responsibilities.
Steering Committee Meeting #2	February 19, 2007	Assessment findings, approach for public meeting, focus groups.
Focus Group Round #1	March 14, 2007	Strengths and weaknesses of area from each stakeholder group's perspective.
Large-Scale Public Meeting #1	March 22, 2007	Overview of process and timeline, stations to gather input from attendees.
Steering Committee Meeting #3	April 16, 2007	Discuss public input, identify areas of consensus and disagreement between groups.
Large-Scale Public Meeting #2	May 2, 2007	Discuss assessment, primary issues and concerns, Lego exercise to gather input on future heights and massing.
Steering Committee Meeting #4	May 7, 2007	Discuss public meeting input, draft recommendations on heights and land uses, discuss 5 specialized districts.
Steering Committee Meeting #5	June 11, 2007	Discuss plan for public meeting. Decided to delay public meeting #3 and further develop visualization techniques.
Steering Committee Meeting #6	July 2, 2007	Discuss 3-D model and other visualization techniques, discuss approach for public meeting and focus groups.
Large-Scale Public Meeting #3	July 26, 2007	Show draft recommendations for heights, land uses, and specialized design districts. Gather feedback.
Steering Committee Meeting #7	July 30, 2007	Discuss public meeting input, approach for focus group meetings, approach for design guideline development.
Focus Group Round #2	August 29 & 30, 2007	Show draft recommendations for heights, land uses, and specialized design districts. Gather feedback.
Steering Committee Meeting #8	September 5, 2007	Discuss focus group input, business owner survey, draft design guidelines, timeline for plan completion.
Steering Committee Meeting #9	October 10, 2007	Discuss design guidelines and streetscape recommendations.
Steering Committee Meeting #10	October 22, 2007	Review draft plan, options for Orchard Street travel lanes, motion to take plan to public.
Large-Scale Public Meeting #4	November 12, 2007	Show draft plan, interactive stations to gather input on specific areas.
Steering Committee Meeting #11	November 28, 2007	Approve / modify plan and send to Plan Commission.

DESIGN PROCESS



■ Public meeting participants use Legos and markers to assign land uses, densities, and building mass.



■ Public input was used to create basic massing models.



■ Full digital 3-D models were created for five distinct nodes within the RSSC neighborhood. These models represented the initial design guidelines.



■ To provide further context for suggested building mass, images of existing buildings were placed in the streetscape of Regent Street to show potential future development.



■ The potential design guidelines were then expanded to the entire corridor using digital 3-D modeling software.



SECTION III:

Land Use

- ▶ Assessment of Existing Conditions
- ▶ Recommendations
 - ▶ Proposed Land Use Map



■ UW-Madison's Charter Street Heating and Cooling Plant.



Regent Street
South Campus

ASSESSMENT OF EXISTING CONDITIONS

Land Use

The location of the planning area lends itself to a diverse pattern of land uses. Much of the northern half of the area is owned by the University of Wisconsin which uses the property for a wide variety of facilities such as: office buildings, residence halls, sports complexes and arenas, and classrooms. Map 3.1 on the following page displays the current land uses within the planning area.

One of the parcels owned by the University is occupied by the Charter Street Heating and Cooling Plant, which produces steam and chilled water for University use, as well as contributing up to 3,000 kWh of electricity to the electric grid. The plant was completed in 1959, and the boilers were originally purchased second-hand from a Michigan firm. Since that time the plant has been expanded three times – in 1965, 1966, and 1973 – and is currently more than twice as large as when it was originally constructed.¹ The Plant, which predates much of the construction around it, is now at odds with the substantial number of residential uses bordering the UW campus; especially the medium-density student housing that has been built directly to the southeast.

Other areas of residential land uses in the northern half of the area include older, smaller student housing units north of the Southwest

Path and between Randall Avenue and Charter Street; mid- to high-rise student housing between the Southwest Path and Regent Street west of Charter; and single-family homes south of Regent Street. Residential structures north of Regent Street were generally built after 1960, while most residential structures south of Regent Street were constructed prior to 1930.

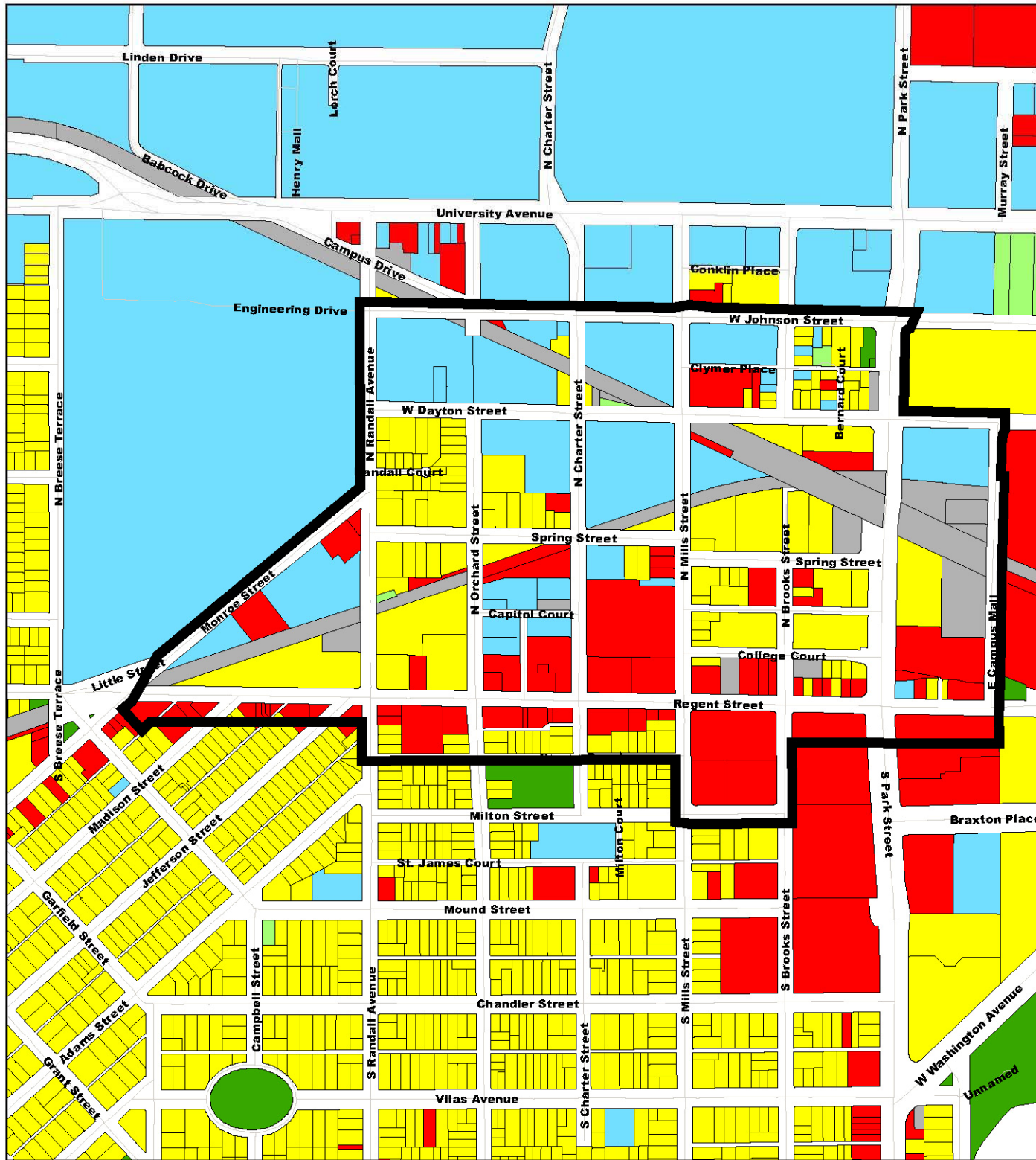
The southern part of the planning area, along the Regent Street corridor, is an important transition area between the University on the north, and the single-family neighborhoods to the south. With Camp Randall on the western end of Regent Street, and student housing distributed throughout the planning area, the Regent Street corridor has become a hub of small-scale service-oriented commercial uses. The retail and restaurants serve a mixture of students, neighborhood residents, and area employees. The student and University influence is strongest on the area's commercial sector with many of the bars and restaurants targeted to the student population. Except for a newer mixed-use structure on the corner of Regent Street and Randall Avenue, most of the other structures along the corridor are stand-alone structures that represent only one use per-parcel.

The eastern part of the planning area is bisected by an active railroad spur (owned by Wisconsin & Southern Railroad Company) that delivers coal to the Charter Street Heating and Cooling Plant. The western portion of this rail line, beginning at Spring Street and Charter Street, was converted

¹: <http://content.library.wisc.edu/hbuwil/image/3757.pdf>, accessed May 24, 2007.

Map 3.1 Existing Land Use

Regent Street
South Campus
August 2007



Generalized Land Use

- Residential
- Commercial
- Industrial
- Institutional
- Park And Open Space
- Undeveloped Land

Planning Boundaries

- Regent Street South Campus Planning Area Boundary



0 300 600 Feet

Data Source: City of Madison Department of Planning & Community & Economic Development



Land Use



- Lack of maintained landscaping reduces the Bike Path's visual appeal .



- Railroad spur that runs through the planning area.



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South Campus

to a multi-use trail in 2001 that successfully accommodates pedestrian and bicycle movement through the area. In 2005 and 2006, construction of the trail was continued alongside the rail spur to connect the Southwest Path at Randall Avenue with the Lakeshore Path along Monona Bay. This connection makes it possible to travel from beyond the Beltline on the far west side of Madison, through the Downtown, and either northeast on the Isthmus or southeast to the Capital City Trail. The path has proven extremely popular for commuters, students, and recreational users alike, and is an important compliment to the student-oriented land uses that line the path as it runs through south campus.

The southeastern section of the planning area is dominated by Meriter Hospital and the Davis Duehr Dean Health building. Meriter employs approximately 3,400 people, and is the state's 5th largest hospital.² As far as influence on the planning area, Meriter is second only to the University. The hospital brings thousands of employees, patients and visitors into the area every day, and could be a powerful force for redevelopment. The Davis Duehr Dean building to the west of Meriter is also healthcare-related; housing numerous eye care-related offices.

Parking

A significant amount of land within the planning area is used for surface parking. There are three areas with particularly large concentrations of parking:

- The triangular piece of land across from Camp Randall Stadium, which is home to Fire Station #4, the UW Police Department, the U.W. Credit Union, a bar, and a laundromat.
- The block bounded by Spring Street, Mills Street, Regent Street, and Charter Street that contains the UW's parking lots 50 and 51, a McDonald's, and one of the many Budget Bicycle buildings along Regent Street.
- The Meriter/Dean area on the south side of Regent Street and west of Park Street.

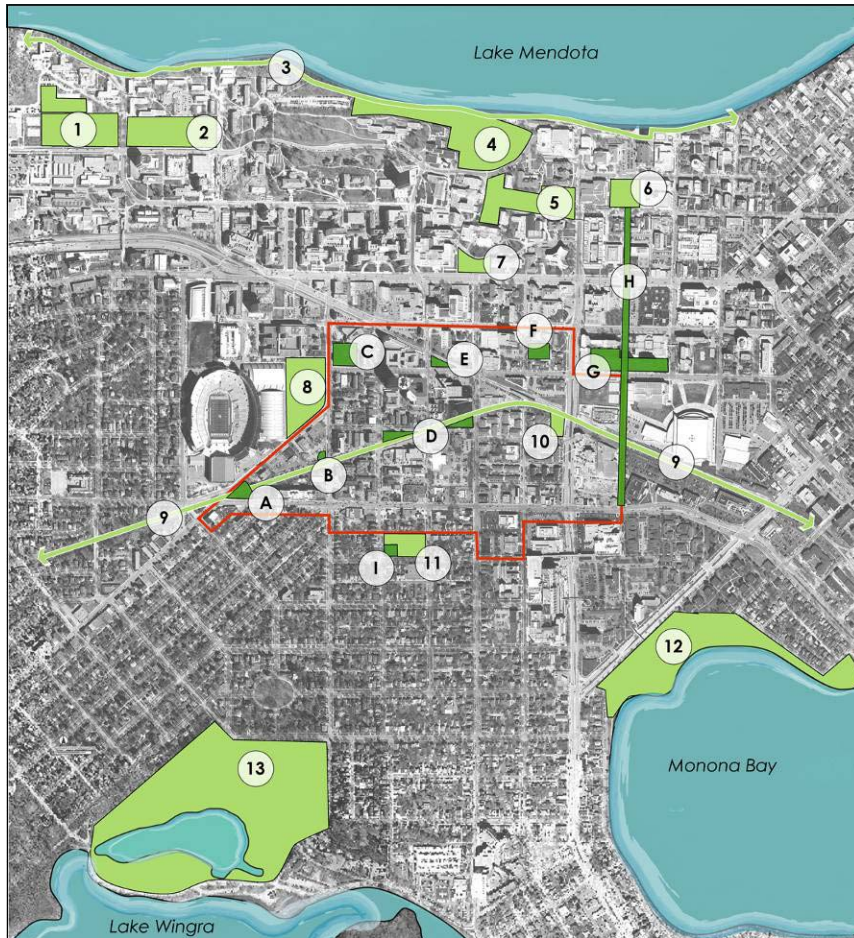
There are also many smaller parking lots scattered around the planning area, especially fronting Regent Street, and five parking structures either at or adjacent to Regent Street (see the Transportation section for more information). In general, the large expanses of surface parking prevent the creation of a unified street-level environment that would aid in transforming the neighborhood into a truly pedestrian-oriented area. However, the shortage of parking in the area and the money generated by UW football game-day activities and paid parking in these lots slows their development.

Greenspace

Although the Southwest Path provides an opportunity for pedestrian and bicycle traffic, there is a current lack of open green space within the neighborhood. The only park in the immediate area is Edward Klief Park which is two blocks south of Regent Street between Charter and Orchard Streets. In the surrounding

²: <http://www.meriter.com/about/overview.htm> , accessed June 8, 2007

Map 3.2: Existing & Proposed Green Space



Key

- Existing Park/ Open Space
- Future Park/ Open Space
- RSSC Project Boundary

Existing Park/ Open Space

1. Natatorium Rec. Fields
2. Allen Centennial Gardens
3. Lakeshore Path
4. Muir Woods
5. Bascom Hill
6. Library Mall
7. Botany Garden
8. Camp Randall Memorial Park
9. Southwest Path
10. Green Space
11. Klief Park
12. Brittingham Park
13. Vilas Park & Zoo

Future Park/ Open Space

- A. Proposed Green Space (RSSC)
- B. Proposed Green Space (RSSC)
- C. Planned Green Space at Union South (UW)
- D. Planned Green Space (UW)
- E. Planned Green Space (UW)
- F. Planned Green Space (UW)
- G. Planned Green Space (UW)
- H. Planned East Campus Mall (UW)
- I. Planned Addition to Klief Park

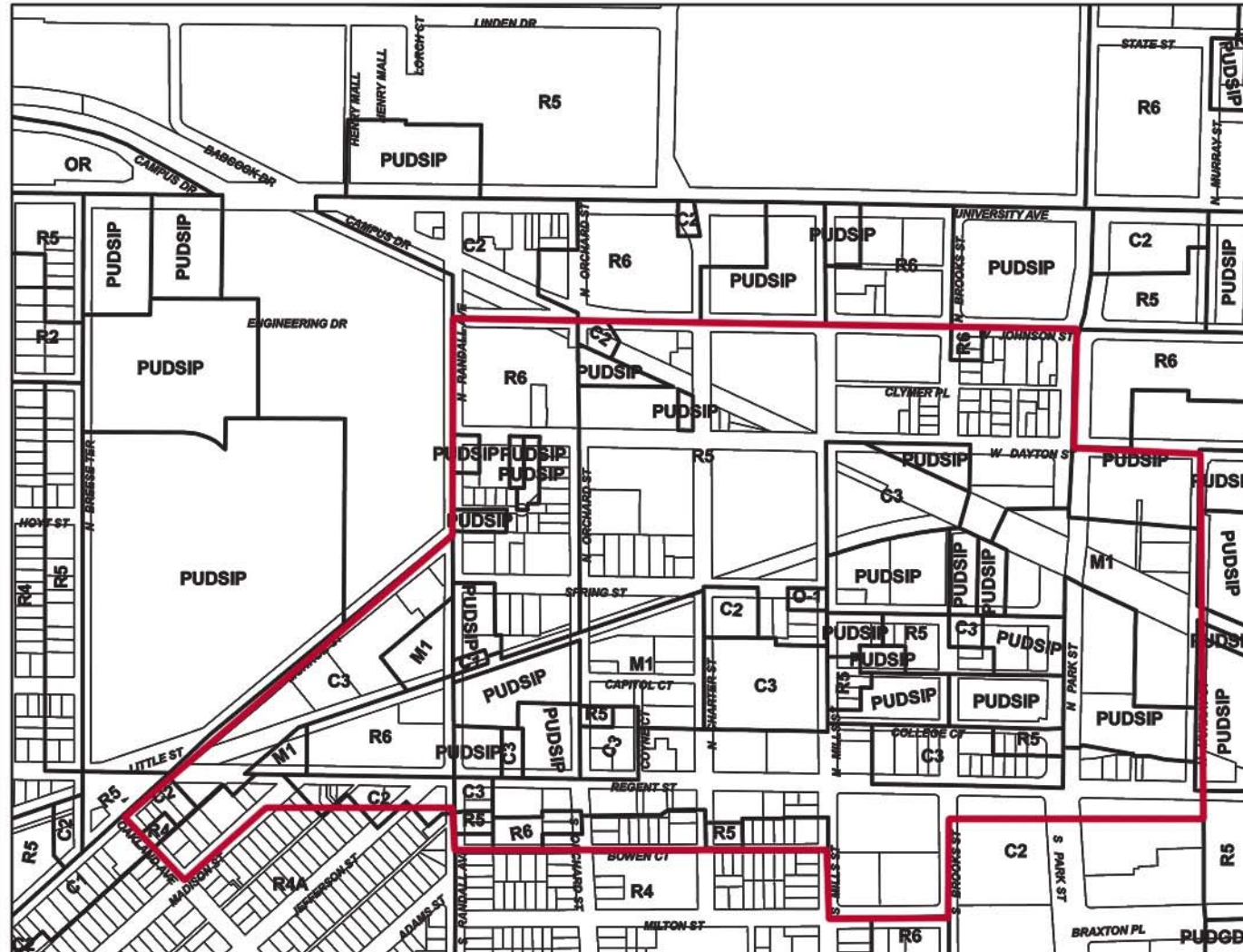
area there is only Brittingham Park, which is a block to the east of the area, and Henry Vilas Park and Zoo, which are about six blocks south of the planning area. The UW does have several small open spaces in and around the planning area including, Camp Randall Memorial Park, greenspace by the Kohl Center, and open spaces near the southeast residence halls. These areas provide students with some recreational opportunities.

Zoning

Many of the parcels in the planning area that have been recently developed or redeveloped were done so with a zoning designation of “Planned Unit Development” (PUD). This is a designation that municipalities utilize to accommodate more creative developments than would otherwise be allowed under standard zoning designations. Many of the parcels zoned as PUD within the neighborhood were to accommodate multi-family residential units that are now used for student housing. These developments, located primarily between Park Street and Mills Street, were developed at heights of two to four stories.

Located at the corner of Orchard Street and Regent Street is another cluster of PUD-zoned parcels. This block contains several multifamily residential structures, as well as a retail/ apartment mixed-use building at the corner of Regent and Randall Streets. With the nature of mixed-use development and the economics of land development, it is likely that future

Map 3.3:
Existing Zoning
 Regent Street
 South Campus
 August 2007



KEY

- C1 Limited Commercial
- C2 General Commercial
- C3 Highway Commercial
- M1 Limited Manufacturing
- O-1 Limited Office-Residence
- PUDSIP Planned Unit Development
- R4 General Residence
- R4A Limited General Residence
- R5 General Residence
- R6 General Residence
- RSSC Project Boundary

*Data Source: City of Madison Dept. of
 Planning and Community &
 Economic Development*



Land Use



- Example of typical Regent Street commercial development.



- Example of a sports bar on Regent Street that attracts college students and visitors.



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South Campus

redevelopment will continue to occur through PUD zoning until the City's Zoning Ordinance is updated. PUDs can be beneficial because they provide more flexibility and require more public input than standard zoning. The City will soon be rewriting its Zoning Ordinance in hopes of better integrating the idea of mixed-use development into the code; rather than relying on PUD-zoning.

Much of the residential land to the south of the planning area is zoned R-4 General Residence District, which was "established to stabilize and protect the essential characteristics of certain medium density residential areas normally located in the outlying as well as some inlying urban parts of the City, and to promote and encourage a suitable environment for family life where children are members of most families. Development in the R-4 General Residence District is limited primarily to certain residential and institutional uses, such as single-family, two-family and multiple-family dwellings, convalescent homes, and certain community and recreational facilities to serve residents of the district."³ Some portions of this area are also zoned R4A, which places greater emphasis on single-family and two-family dwellings.

Most of the commercial land along Regent Street is zoned C-2, General Commercial District, which was "established to accommodate the shopping needs of a much larger consumer population and area of residency than that served by the C-1 Limited Commercial District. Within this district, which is located in relative proximity to

residential areas and to major thoroughfares, is permitted a wider range of uses than in the C-1 Limited Commercial District. Uses permitted in this district include not only the retailing of convenience goods and the furnishing of certain personal services, but also the retailing of durable and fashion goods and the furnishing of other types of services. Also permitted are all types of office uses."⁴

University of Wisconsin

Of the total 130 acres within the planning area, approximately 30 acres are owned by the University of Wisconsin. The University adopted a *Campus Master Plan* in 2005 that discusses the future development and redevelopment potential on campus and shows a large expansion of campus property inside the planning area. The University's initiatives will greatly affect the physical nature of the neighborhood. The *Campus Master Plan* was reviewed as part of this assessment, and the findings of that review are included in Appendix I. Map 3.4 on page 3-7 shows the properties owned by the University. This neighborhood plan works cooperatively with the *Campus Master Plan* to ensure that plans for University-owned land are compatible with the neighborhood's vision for the area.

Tax Exempt Parcels

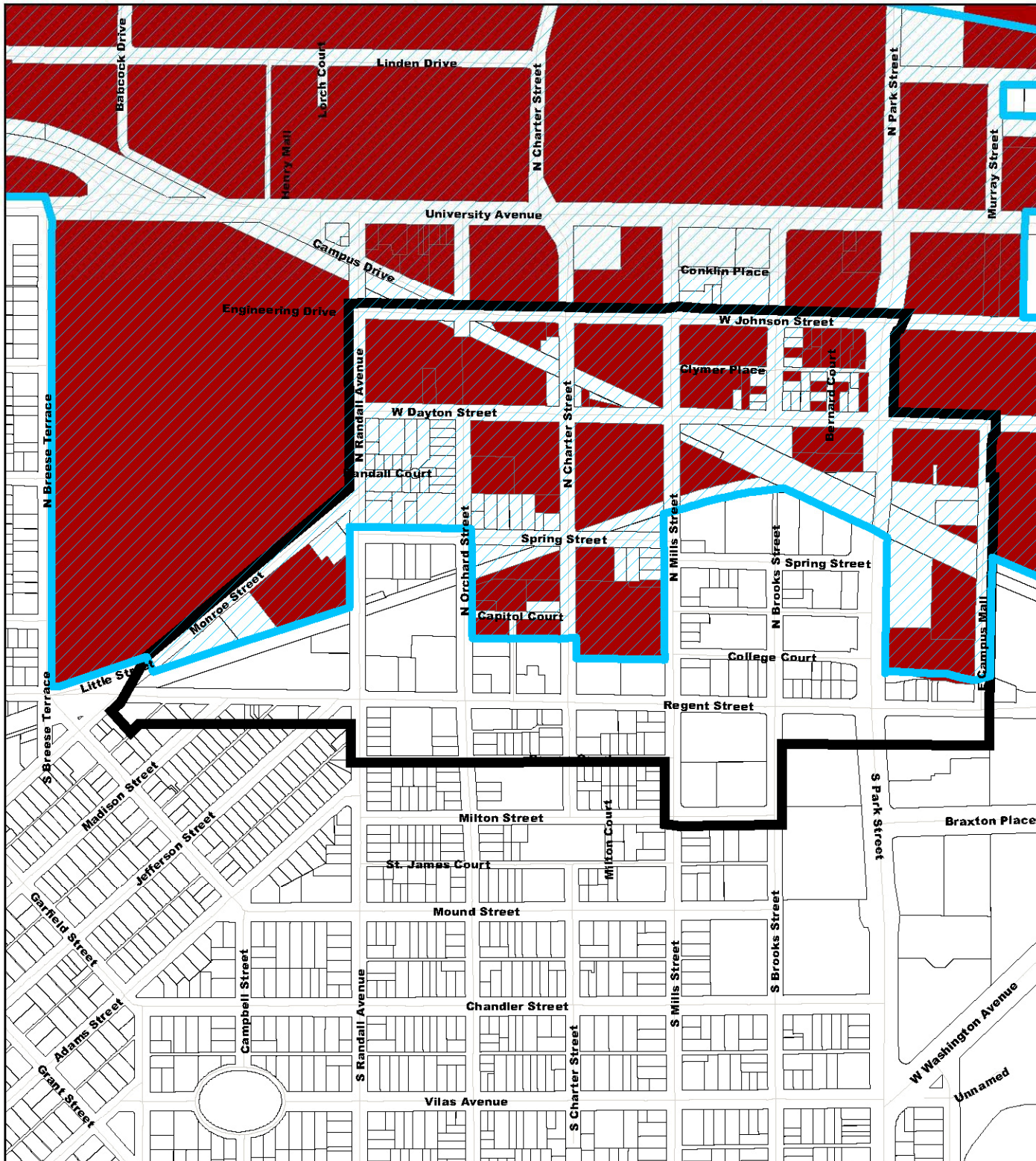
With the University owning much of the property within the planning area, there is a large percentage of parcels that are tax exempt. Besides the University's land, any parks or municipally-owned parcels, properties owned by

3: City of Madison Zoning Code 28.08

4: City of Madison Zoning Code 28.09(3)

Map 3.4 University Owned Property

Regent Street
South Campus
August 2007



University of Wisconsin Property

- University of Wisconsin Owned Properties
- 2005 Campus Master Plan Boundary

Planning Boundaries

- Regent Street South Campus Planning Area Boundary



0 300 600 Feet

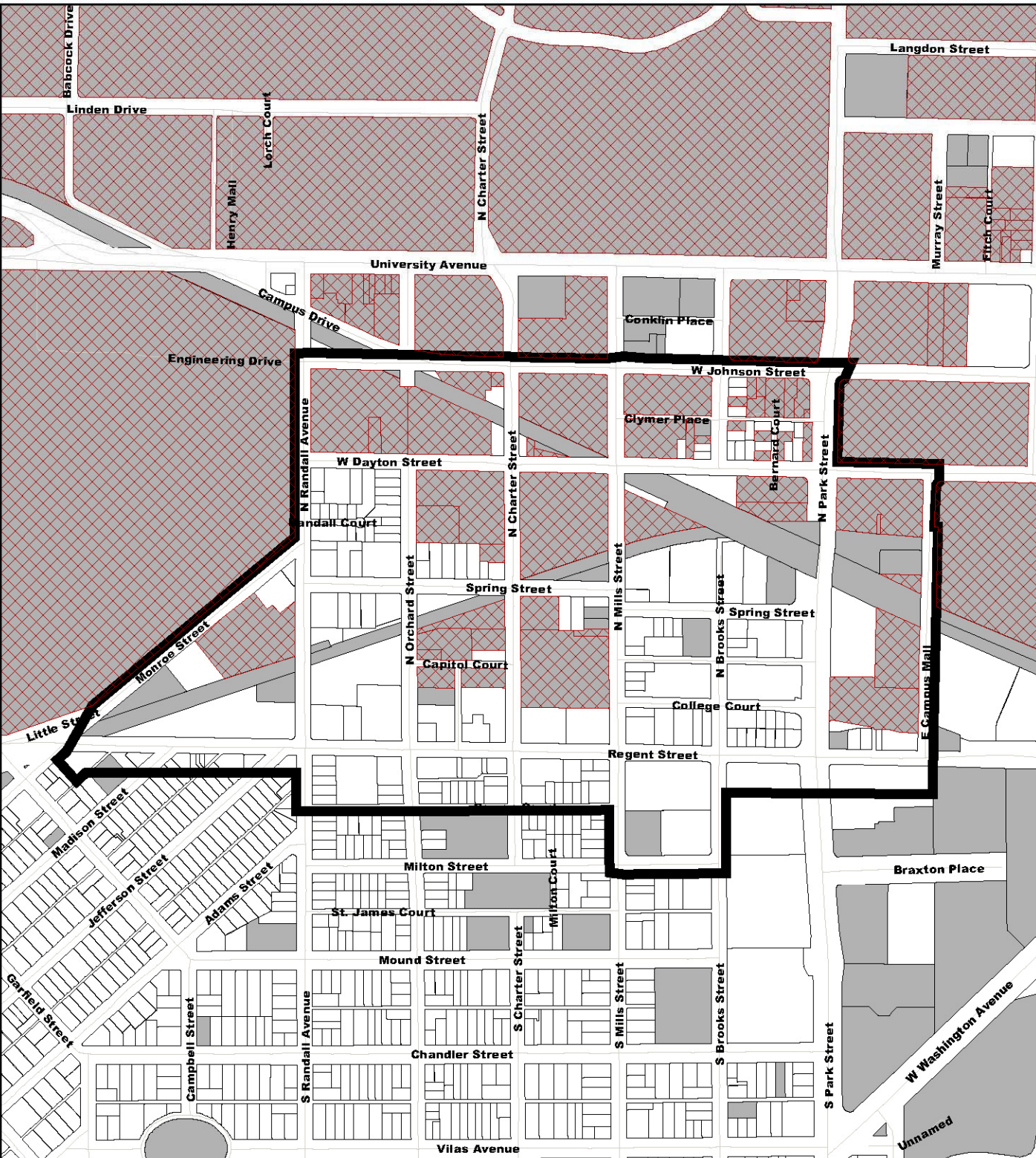
Data Source: City of Madison Assessor's Office





Regent Street
South Campus

Map 3.5 Tax Exempt Property

Regent Street
South Campus
August 2007

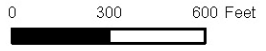
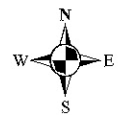


Tax Exempt Parcels

-  University of Wisconsin Parcels
-  Parcels with No Assessed Value (2004-2006)

Planning Boundaries

-  Regent Street South Campus Planning Area Boundary



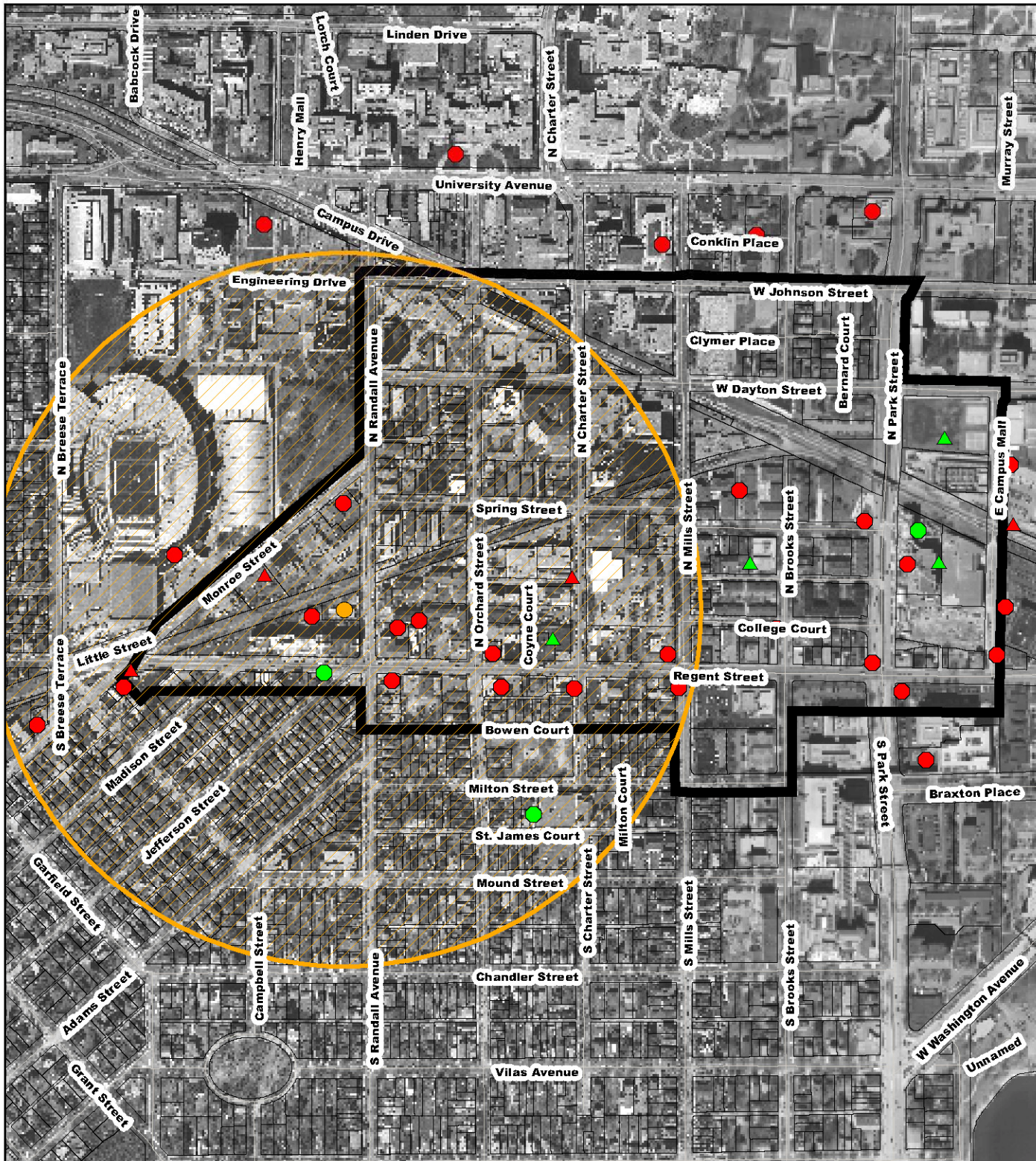
Data Source: City of Madison Assessor's Office



Regent Street
South Campus

Map 3.6 Brownfield Sites

Regent Street
South Campus
August 2007



Brownfield Sites

- ▲ Closed ERP (Environmental Repair)
- ▲ Open ERP (Environmental Repair)
- Closed LUST (Leaking Underground Storage Tank)
- Open LUST (Leaking Underground Storage Tank)

Wellhead Protection

- Well Site
 - Wellhead Protection Area (1,500' radius from well)*
- *At the time this map was created, the actual wellhead protection area was yet to be determined by Madison Water Utility. Mapped area will serve as the interim wellhead protection area.

Planning Boundaries

- Regent Street South Campus Planning Area Boundary



0 300 600 Feet

Data Source: Wisconsin Department of Natural Resources



churches or schools, or those owned by the State are also tax exempt. Map 3.5 on page 3-8 represents the properties within and around the planning area that are tax exempt. It is important to identify those lands within the planning area that are tax exempt because they can have an impact on the various tools the City has available to instigate improvements within this neighborhood, such as tax increment financing (TIF).

Brownfields

Brownfields are lands that contain abandoned or underused industrial or commercial facilities where expansion or redevelopment may be complicated by real or perceived environmental contamination. Developers can be hesitant to purchase a brownfield site because of the potential liability associated with owning a site that might be environmentally contaminated. Even properties that have undergone some sort of remediation can be difficult to sell or redevelop because of the stigma that remains after an environmental incident.

The Wisconsin Department of Natural Resources (DNR) is the primary State agency that deals with brownfields. The Department of Commerce also has jurisdiction of contaminated sites in some instances. The DNR's online Brownfields Remediation and Redevelopment Tracking System (BRRTS) is a database that lists brownfield sites throughout Wisconsin. The BRRTS site was queried to locate brownfield sites in and around the neighborhood. The BRRTS

database listed 53 open, closed, and historic brownfield sites. Of the 53 sites, six are open, 12 are historic (cleanup completed prior to 1996, with no end date shown), and 35 are closed. Map 3.6 on page 3-9 shows some of the brownfields – not all were mapped due to unspecific or inadequate location descriptions; either the DNR or the Department of Commerce should be contacted to receive complete information on a brownfield site.

The map shows two different types of sites: ERP and LUST. ERP stands for “Environmental Repair,” and “LUST” stands for “Leaking Underground Storage Tank.” The DNR defines a LUST site as one that “has contaminated soil and/or groundwater with petroleum, which includes toxic and cancer causing substances. However, given time, petroleum contamination naturally breaks down in the environment (biodegradation). Some LUST sites may emit potentially explosive vapors.” The DNR defines an ERP site as “sites other than LUSTs that have contaminated soil and/or groundwater. Examples include industrial spills (or dumping) that need long term investigation, buried containers of hazardous substances, and closed landfills that have caused contamination. The ERP module includes petroleum contamination from above-ground (but not from underground) storage tanks.” Closed sites are where investigation and cleanup of the contamination has been completed and the state has approved all cleanup actions. Open sites are in need of cleanup or have cleanup underway.



Land Use



- Example of mixed use development in Milwaukee that is generally considered compatible with the future vision along Regent Street.



- Example of mixed use development in Chicago that is generally considered compatible with the future vision along Regent Street.



Regent Street
South Campus

LAND USE RECOMMENDATIONS

In order to foster a neighborhood that serves the needs of its residents, makes the best utilization of available land, and interacts well with the surrounding areas, proper consideration of land use is necessary. The proposed future land uses were chosen to foster a complete, cohesive and vibrant future. They also best fit the population living in the neighborhood and the substantial auto and pedestrian traffic that travels through the area.

Map 3.7 on page 3-14 designates the proposed land uses for future development within the neighborhood. Each of those proposed land uses were chosen by considering current uses and anticipating future needs. Below is a discussion of each proposed land use and the rationale for its inclusion in the neighborhood. All of the land use designations were taken from and are consistent with the Madison *Comprehensive Plan*.

Campus

Much of the planning area is also included within the boundaries of the University of Wisconsin's 2005 *Campus Master Plan*. Although some of the proposed future land uses within this overlapping area fit within the City's land use designation framework (such as Community Mixed Use and High-Density Residential), other areas are uniquely University-related. These areas are further defined within this plan as:

- *Academic/Research*: This district includes those buildings which house classrooms,

offices, other academic uses, and research facilities.

- *University Support Services*: District includes physical support facilities needed to ensure the day-to-day operation of the University, such as the physical plant, heating and cooling plant, and electrical substations.
- *Student/Faculty Services*: This district includes uses that provide amenities to University students and staff. These are often gathering places, such as the Wisconsin Union, child care facilities, or recreational facilities such as the SERF (which is adjacent to the planning area).

Fourteen capital projects are identified in and adjacent to the neighborhood in the *Campus Master Plan*. A map identifying these projects is included in Appendix I. Within each individual project, the University intends to integrate planned open space to ensure a high-quality development that enhances the public realm. Consistent with previous development projects, these projects may include a variety of soft and hard-scapes and are intended to create spaces that provide a sense of place and identity throughout campus.

As part of the University's effort to enhance the pedestrian experience, there is the potential to incorporate ground-floor commercial and retail uses in some future large-scale development and redevelopment projects within the neighborhood. The incorporation of these uses would help to activate the sidewalk in areas with

close proximity to residential uses, particularly along Mills Street.

This plan addresses future land use, and it should be noted that there are parcels within the campus boundary that are privately owned. The land use recommendations in this plan should not be interpreted as discouraging the continuation and improvement of current uses on these parcels that are permitted under the existing zoning. However, rezoning requests to accommodate new uses not allowed under the existing zoning should be granted only when consistent with the recommendations of this plan.

General Commercial

The areas identified as General Commercial were designated as such because of their location adjacent to the Park Street corridor and Meriter Hospital. This location has high traffic circulation and high visibility, and as a result, is the site that could best support a concentration of commercial and office establishments.

According to the City of Madison *Comprehensive Plan*, the General Commercial District “provides the City’s population with a range of goods and services, including certain business and professional offices that are appropriately located throughout the city.” In the context of the neighborhood plan, it is hoped that the General Commercial District can also incorporate necessary neighborhood serving uses for the adjacent residential areas. The *Comprehensive Plan* supports this idea when it clarifies that

“depending on their location, General Commercial districts may provide some supporting uses to adjacent neighborhoods, and an attractive interface and convenient pedestrian connections with adjacent residential areas should be provided to encourage this.”

Community Mixed Use District

The heart of the neighborhood, the Regent Street Corridor, is identified on the Future Land Use Map as a Community Mixed Use District. This was chosen to ensure the flexibility necessary to create an area that offers retail, entertainment, and residential uses. The mix of uses will be necessary to create the vibrancy and street level activity that will turn the Regent Street corridor into the anchor of the planning area.

According to the City of Madison *Comprehensive Plan*, the Community Mixed Use District is intended for areas seeking “a relatively high-density mix of residential, retail, office, institutional and civic uses in a compact urban setting.” The *Comprehensive Plan* also states that “Community Mixed Use areas should include at least one activity center focal point which is developed at relatively high densities and focused on a specific use or cluster of uses.” For the neighborhood, this focal point should be created by the street-facing parcels along Regent Street between Randall Avenue and Mills Street. These properties can focus on providing a cluster of community-serving retail, restaurants and entertainment, and creating the activity necessary to support the desired density of development.



High-Density Residential

The future land use map identifies two pockets of high-density residential use. These areas were located in the neighborhood because of the future expansion of the University and the intended density along the Regent Street corridor. As the University expands to incorporate much of the area north of Regent Street, larger, high-density residential developments should be incorporated into the campus fabric to provide convenient housing for students. Also, because both pockets of high-density residential lie north of Regent Street, they should not intrude upon the single-family structures common in the area south of Regent Street. According to the City of Madison *Comprehensive Plan*, the high-density residential areas should be developed in a range between 41 and 60 units per acre.

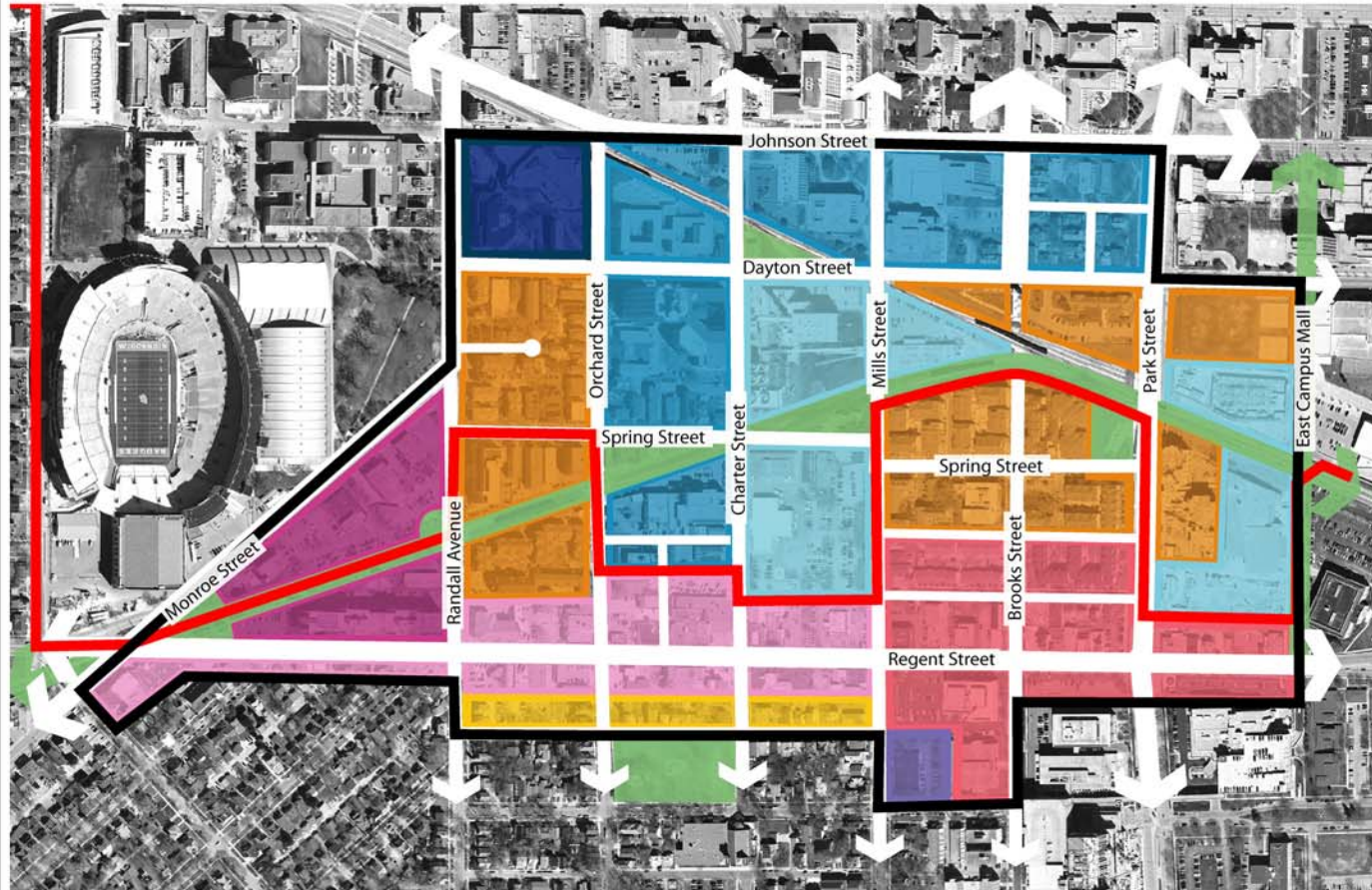
Medium -Density Residential

There is a single strip of medium-density residential identified as running from Randall Avenue to Mills Street just south of Regent Street. This area was chosen as medium-density in order to create a transition zone from the high-density Regent Street corridor to the single family neighborhood south of Regent Street. As displayed on the Building Heights Map (page 4-12), this area is intended to be between three to four stories which will provide both a buffer against the taller adjacent buildings, as well as soften the transition from high-density to single-family. According to the *Comprehensive Plan*, the medium-density residential area should be developed at range between 16-40 units per acre.



Map 3.7: Future Land Use

Regent Street
South Campus
August 2007



Key

Residential Districts

- Medium Density (16-40 units/acre)
- High Density (41-60 units/acre)

Mixed Use Districts

- Community Mixed-Use*
- Neighborhood Mixed-Use

Commercial/ Employment Districts

- General Employment

Open Space-Ag Districts

- Park/ Open Space

Campus Districts

- Academic/ Research
- University Support Services
- UW Student/ Faculty Services
- Campus Boundary**

Special Districts

- Community Facility

* A mix of residential, commercial, and University support services is envisioned for this area.

** As shown on the 2005 Campus Master Plan

Data Source: City of Madison Dept. of Planning and Community & Economic Development.



RECOMMENDATIONS

SUMMARY

Goal: *Facilitate the evolution of this area as a complete vibrant neighborhood that provides a seamless transition and a positive interface between the UW-Madison campus and the community.*

Recommendations:

- Incorporate the land use recommendations of this plan in the next regularly-scheduled update of the *Comprehensive Plan's* Future Land Use Map.
- Rezoning requests to accommodate new development not allowed under the existing zoning should be granted only when they are consistent with the recommendations of this plan.

Goal: *Meet anticipated residential demand while being sensitive to the current single-family neighborhoods in the surrounding area.*

Recommendations:

- Increase density of student housing to the north of Regent Street in order to take advantage of the area's convenient location relative to University buildings.
- Provide transition areas between the high-density, tall development north of Regent Street and the predominantly single-family neighborhoods south of Regent Street.

Goal: *Develop activity centers that take advantage of the neighborhood's location, as well as the high traffic volumes and high visibility associated with the Regent Street Corridor.*

Recommendations:

- Designate parcels surrounding the Park Street/Regent Street node as general commercial, and focus commercial and office uses in that area.
- Promote mixed-use development along the north side of Regent Street in order to add street level vibrancy and a hub of activity within the neighborhood.

