



PREPARED FOR THE PLAN COMMISSION

Plan Title: University Avenue Corridor Plan: Blending the Past, Present and Future

Legistar File ID #: [32635](#)

Prepared By: Planning Division Staff (Report Includes Comments from City Boards, Commissions, and Committees)

Summary

Study Area Boundaries: The study area includes University Avenue from Breese Terrace on the east, Farley Avenue on the west, Campus Drive on the north, and Kendall Avenue on the south.

Requested Action: Adopt the University Avenue Corridor Plan as a supplement to the City of Madison Comprehensive Plan.

Summary Recommendations: The Planning Division recommends that the Plan Commission send the draft University Avenue Corridor Plan to the Common Council for adoption with recommended changes outlined in this report, as well as necessary revisions to the Plan narrative consistent with these recommendations. In the instance that a decision is not reached during the Plan Commission discussion, staff recommends that the Plan Commission refer the University Avenue Corridor Plan to a future meeting with direction to staff so that further analysis may be brought back to the Plan Commission for consideration.

Planning Process and Public Participation

A 23-member work group comprised of residents and business representatives set out to prepare a plan for the University Avenue Corridor in 2007. Working with a consultant, they prepared a preliminary plan which focused on design guidelines for the Corridor. During the final stages of plan preparation, it was determined that additional neighborhood-based discussion was necessary to ensure that the vision, values, and design for the Corridor was supported by the Regent neighborhood and the business community, but was never completed.

In the Spring of 2010, a visioning and planning process was reinitiated for the University Avenue Corridor (UAC) by the Regent Neighborhood Association (RNA). The RNA Board established the University Avenue Corridor (UAC) Subcommittee to complete the Plan. The Planning Division initially worked with the UAC Subcommittee, business community, and residents to solicit input for the vision, land use, and private and public improvements for the area. Three public open houses, two art and design workshops, a business survey and focus group, and a professional group assessment of the economic likelihood of the land use concepts were conducted. The first Draft Corridor Plan was released by the Department of Planning and Community and Economic Development in May 2012.

After the initial review of the draft neighborhood plan by the Regent Neighborhood Association (RNA) Board, the neighborhood leadership determined additional time was needed to discuss the draft plan. RNA Board sponsored another two public open houses in November 2012 and July 2013. The RNA Board prepared a second Draft of the Corridor Plan in October 2013. Working with Aldersperson Bidar-Sielaff,

the RNA Board requested the Corridor Plan to be forwarded to the Common Council for adoption. The Draft Plan was introduced to the Common Council on January 7, 2014 and copies were distributed to city agencies shortly thereafter.

Related Reviews and Actions

The University Avenue Corridor Plan was referred to nine City Boards/Commissions/Committees. Table 1 below summarizes actions taken by each referral body. Specific recommendations from referral bodies and staff responses to these recommendations can be found in Table 2, starting on Page 11 of this report.

Table 1: General Recommendations from Referral Bodies

Board/Commission/Committee	Date of Final Action	Action Summary
Board of Public Works	01/22/2014	Rejected
Board of Estimates	01/27/2014	Approved
Ped/Bike/Motor Vehicle Commission	01/28/2014	Approved with suggested changes by Commission's Staff, to include language that an eastbound on-ramp on Highland Avenue and Walnut Street be evaluated, and install a pedestrian/bicycle bridge overpass between Walnut Street and Alicia Ashman Bridge.
Madison Arts Commission	02/25/2014	Approved
Joint West Campus Area Committee	02/26/2014	Approved with changes for Area 6: University Edge to use CI District height and setback standards.
Landmarks Commission	03/03/2014	Approved with changes suggested by Commission's Staff.
Urban Design Commission	03/05/2014	Approved with changes for Area 6: University Edge to use CI District height and setback standards, to include language suggesting a minimum setback of 5 feet, with 7-10 feet preferable for landscaping, and to bury utilities whenever feasible.
Transit and Parking Commission	03/12/2014	Approved with changes suggested by Commission's Staff, to include additional language on the importance and proposed improvements to the transit corridor, and that the Plan Commission consider that University Avenue is a high-traffic, transit-oriented development corridor and should consider greater density along the area.
Economic Development Committee	03/26/2014	Approved with request for the Plan Commission to reconcile the UAC Plan with the Comprehensive Plan

Analysis and Discussion

Planning Division staff has carefully reviewed the draft University Avenue Corridor Plan, related comments received, and recommendations made by reviewing boards, committees, and commissions. Staff commends the efforts of those who worked on the Plan, noting the detailed and thoughtful considerations of the impacts of certain land uses and intensities on the existing corridor and surrounding neighborhood. The Plan is generally well-organized, with data on the corridor from the past and present, and recognition of its unique position as an interface between UW-Madison and the Regent Neighborhood to the south. However, staff is concerned that the recommendations in the Plan as a whole may result in too few opportunities for growth and change in what is a critical transit and mixed-use corridor which needs to serve many purposes for the Regent Street Neighborhood, the University of Wisconsin-Madison, hospitals and other employment centers, and the City as a whole. Staff believes that the Plan could be strengthened by providing further analysis and recommendations on opportunities for this corridor to accommodate projected growth and more intensive redevelopment.

In this report, Planning Division staff provide the Plan Commission with suggested revisions to recommended land uses, heights, and building setbacks, and also provide staff reaction to recommendations made by other reviewing bodies in recent months. The Plan Commission should consider staff recommendations carefully, along with the public testimony and written public comments provided. Staff recommends that the Plan Commission send the draft University Avenue Corridor Plan to the Common Council for adoption with recommended changes outlined in this report, as well as necessary revisions to the Plan narrative consistent with these recommendations. However, in the instance that a decision is not reached during the Plan Commission discussion, staff recommends that the Plan Commission refer the University Avenue Corridor Plan to a future meeting with direction to staff so that further analysis may be brought back to the Plan Commission for consideration.

Land Use

Planning Division staff considers this stretch of University Avenue to be a critical transit corridor, where relatively high intensity of development near the UW Campus can be balanced with a thriving residential neighborhood south of the corridor. After a further analysis of existing residential densities and lot characteristics along the corridor, staff recommends changes to several of the redevelopment parameters recommended in the draft plan, particularly on the north side of University Avenue.

In the Comprehensive Plan (see Figure 1) recommended future land uses along both sides of University Avenue include a mix of HDR (High-Density Residential) and CMU (Community Mixed-Use). Map 16 on Page 47 of the Corridor Plan (see Figure 2) includes recommended changes to the Comprehensive Plan land use designations for the entire corridor from a mix of HDR and CMU to a mix of MDR (Medium Density Residential) and NMU (Neighborhood Mixed Use). For reference, the land use designations relevant to this discussion equate to the following residential densities and parameters:

MDR (Medium Density Residential) = 16-40 units per acre

HDR (High-Density Residential) = 41-60 units per acre, or greater densities as recommended in a neighborhood plan

NMU (Neighborhood Mixed Use) = Generally should not exceed 40 units per acre, except where recommended in neighborhood plan. Heights should generally be 2-4 stories, unless a different height recommendation is recommended in a neighborhood plan.

CMU (Community Mixed-Use) = Generally should not exceed 60 units per acre, except where recommended in neighborhood plan. No fixed height range unless recommended in a neighborhood plan.

Figure 1: Comprehensive Plan Excerpt

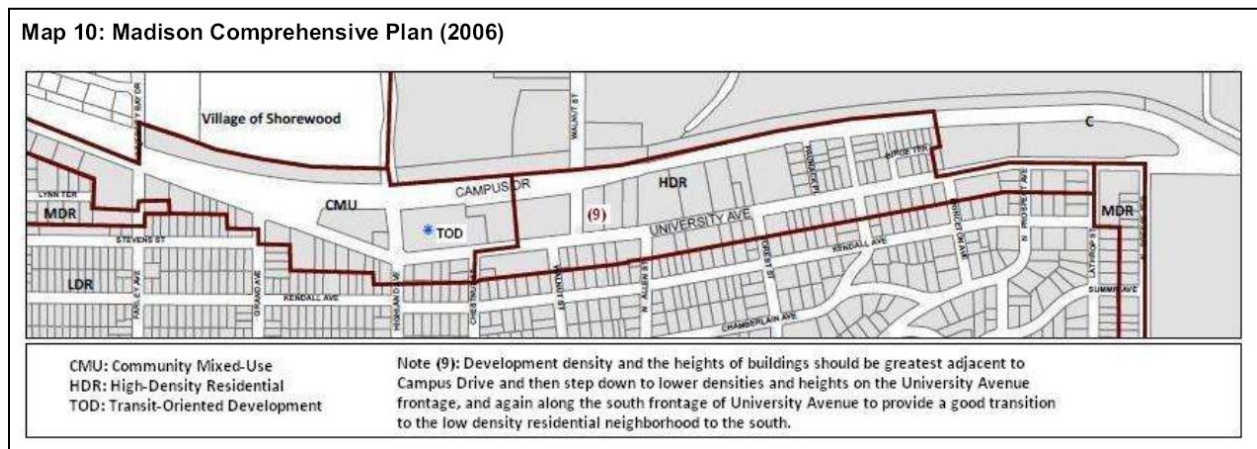
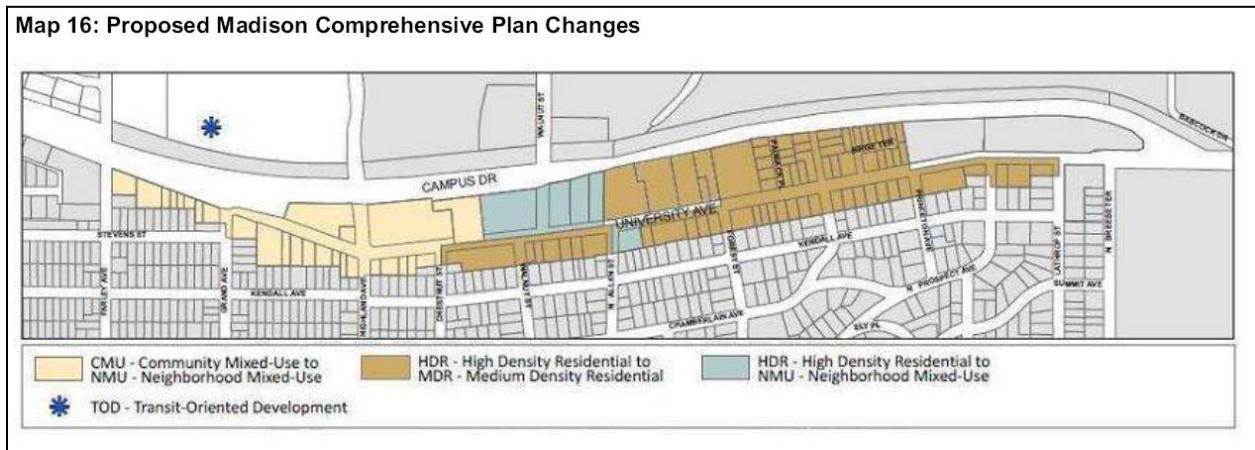
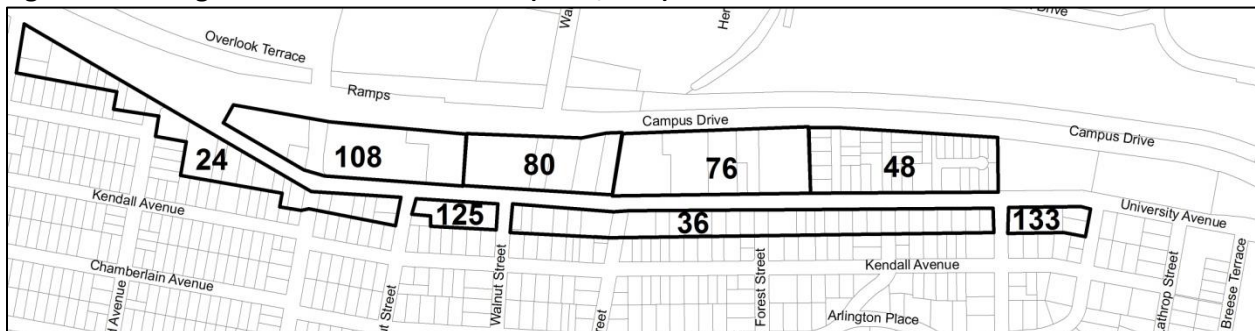


Figure 2: Draft Corridor Plan – Recommended Changes to the Comprehensive Plan



As part of the staff analysis of the draft plan, an examination of existing densities was completed for several subareas along the corridor (see Figure 3). It is important to note that for all but two subareas along the south side of the corridor, existing net residential densities (dwelling units per acre) already fall within or above the range considered as HDR (High Density Residential) in the Comprehensive Plan.

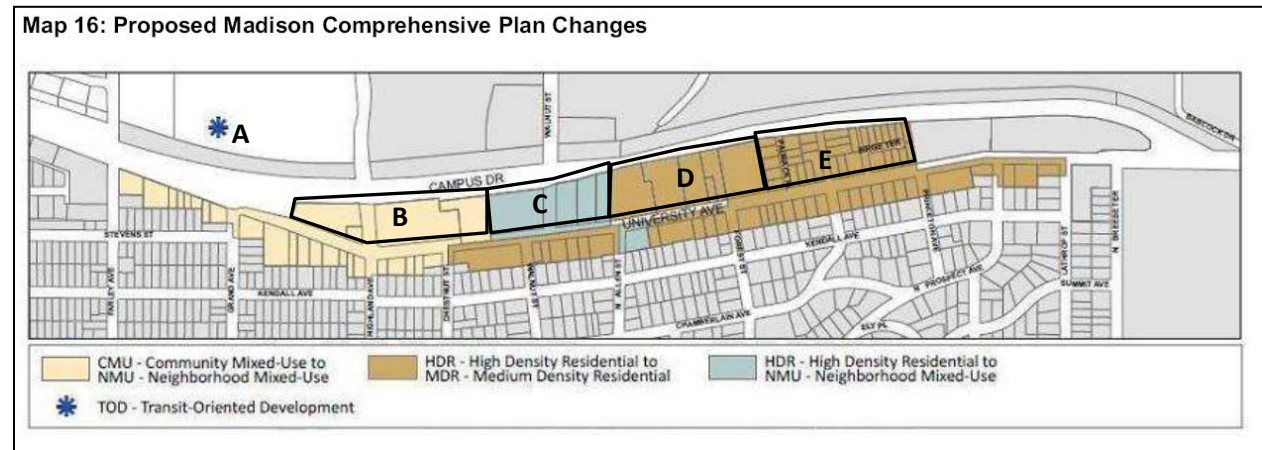
Figure 3: Existing Net Residential Densities (units/acre) in the Plan Area



Staff generally supports the changes recommended in the University Avenue Corridor Plan for land use designations along the south side of University Avenue (west of Chestnut along the south side, a change from CMU to NMU; and east of Chestnut, a change from HDR to MDR). These changes would likely result in the maintenance of residential densities along the south side of the corridor similar to what exists today, while still allowing for some redevelopment.

However, staff recommends several changes to the Draft Corridor Plan’s proposed land use designations along the north side of the corridor. The staff recommended changes are explained for the sub-areas identified by the letters A through E in Figure 4.

Figure 4: Planning Staff Response to Draft Corridor Plan Land Use Recommendations



- A. In the draft Plan, the Transit-Oriented Development (TOD) node designation located within the corridor generally between Highland and Walnut has been relocated outside of the Planning Area northwest of Campus Drive. Staff recommends that this symbol be moved back to its original location, in the area bounded by Campus Drive, University Avenue, Highland Avenue and Walnut Street, as shown in the Comprehensive Plan. The University Avenue/Campus Drive corridor is envisioned as a major transportation and transit corridor, and while the boundaries for a future TOD node are not precisely defined, location within this existing and planned future mixed-use and residential development area seems most appropriate.
- B. Staff considers the recommended change in the mixed-use designation from CMU to NMU essentially neutral since the types of intended uses and height and design parameters are defined more precisely within the Corridor Plan in any case. It is appreciated that NMU may more closely reflect the neighborhood vision for the area. Staff can support the recommendation to change the land use designation from CMU (Community Mixed-Use) to NMU (Neighborhood Mixed-Use) in Area B, but only with an additional recommendation supporting high-density residential uses, in either mixed-use or purely residential buildings. This area currently includes the following uses:
- “2550 University”, a 4 to 6-story mixed-use building with 130 residential units and four ground floor commercial spaces, constructed in 2011
 - A 2-story mixed-use building with Lombardino’s Restaurant and two apartment units, originally constructed in 1916
 - The Inn Towner Hotel, a 4-story, 179 room hotel constructed in 1984
 - A 97-unit, 4-story residential building constructed in 2000

The net residential density of the area today (dwelling units per acre on properties with dwelling units) is 108 units per acre, and lots are approximately 220 feet deep. Staff would support residential densities exceeding 100 units per acre in this area, so long as buildings maintain a strong relationship with the street, and provide a range of dwelling unit types, and the infrastructure and amenities to support this density. Staff notes that the design recommendations in the draft Plan (pp. 72-76) regarding articulation, rhythm, and multiple entrances for buildings exceeding 80 feet in width are excellent recommendations to guide redevelopment in this area.

- C. Similarly, staff can support the recommendation to change the land use designation from HDR (High Density Residential) to NMU (Neighborhood Mixed-Use) in Area C, but only with the assumption that high-density residential uses will be supported within either mixed-use or purely residential redevelopment. Staff notes that, with some commercial spaces in the corridor already struggling, it is not necessary to see this area developed with mixed-use buildings (although some ground floor commercial space would be fine), and both mixed-use buildings and purely residential buildings can be supported. The area currently includes the following uses:

- Casa Blanca, a 118-unit, 3-story residential building
- Gas Station/Convenience Store
- Autobody Shop
- Car Wash

The net residential density of the area today (dwelling units per acre on properties with dwelling units) is 80 units per acre, and the lots are approximately 220 feet deep. Again, staff would support residential densities exceeding 100 units per acre in this area.

- D. Staff does not support the recommendation to change the land use designation in Area D from HDR (High Density Residential) to MDR (Medium Density Residential), a recommendation that would mean that future residential densities supported by the plan would be only approximately half the existing density. The area currently includes apartment buildings ranging from 3 to 5 stories in height as follows:

- Allen House Apartments, a 3-story building with 131 units (all efficiencies and one-bedrooms) constructed in 1967
- Two 3-story buildings with a total of 118 units (all efficiencies and one-bedrooms) constructed in 1964 and 1973
- Oak Tree Apartments, a 5-story building with 53 units constructed in 1987
- A 5-unit apartment building
- A 3-story building with 28 units (all one-bedrooms) constructed in 1963
- A 3-story building with 53 units (all efficiencies and one-bedrooms) constructed in 1952

The current net residential density in this area is 76 units per acre, and the area includes a large amount of surface parking that could support additional development in the future. As the existing buildings continue to age, the area may become attractive for more efficient, coordinated redevelopment with structured parking and a wider range of dwelling units to support a variety of household types. Staff would support residential densities exceeding 80 units per acre in Area D.

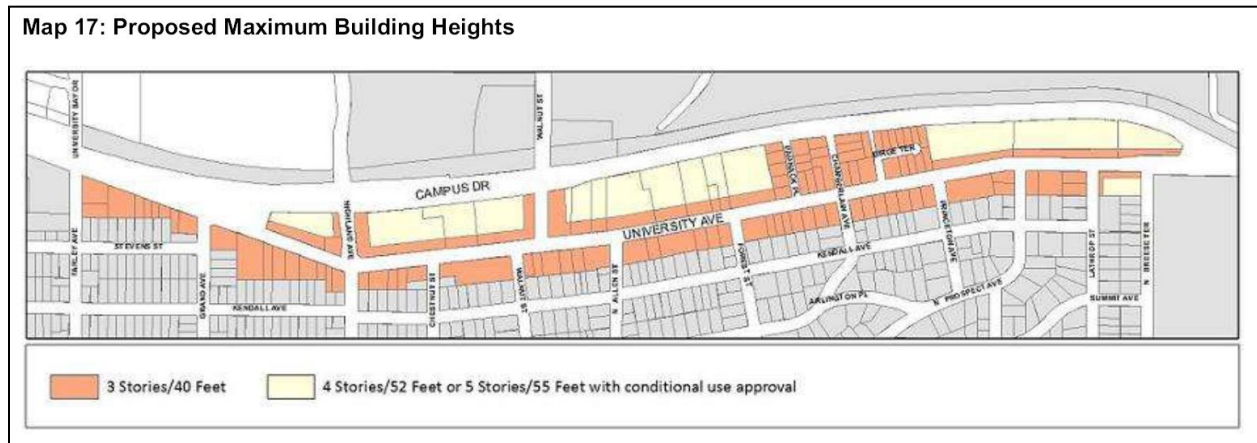
- E. Staff does not support the recommendation to change the land use designation in Area E from HDR (High Density Residential) to MDR (Medium Density Residential), but recommends that this unique area remain at a similar density as exists today. Most properties in this area are very small lots with two-story residential buildings in varying states of repair. While redevelopment of the area would be supported by staff, maintenance of the existing lot pattern and rhythm of buildings is recommended. Staff recommends that a maximum residential density of 50 dwelling units per acre for this area be specified on a revised Future Land Use Map. This density is close to the existing density, but should still provide opportunities for lot by lot redevelopment in small buildings up to three stories which could include a broader variety of unit types. The Plan should specifically recommend that the “small-lot” rhythm be retained.

Finally, staff recommends that the University Avenue Corridor Plan include a “Proposed Future Land Use Map” that would more clearly present the plan’s detailed land use and design recommendations.

Building Heights

As shown in Map 17 below, the draft University Avenue Corridor Plan currently recommends a three story height limit for all properties on the south side of University Avenue, for the frontage along the north side, and for the Paunack/Birge area. On the northern side of the properties between Campus Drive and University Avenue, the draft Plan recommends a maximum height of four stories, or up to five stories with conditional use approval.

Figure 5: Draft Corridor Plan Recommendations for Building Height



On the south side of University Avenue, staff recognizes that a three-story height limit may present challenges to redevelopment, but believes a three-story height to be adequate, particularly because these lots are relatively shallow and abut single-family residential properties behind them. On the north side of the corridor, staff supports the three-story height limit for the facades fronting on University Avenue and the cross streets, and also for the area from the west side of Paunack Place to the eastern end of Birge Terrace.

However, staff does not support the recommended four to five story maximum height on the deep properties bounded by University Avenue and Campus Drive. Although not a substantive issue, staff notes that Map 17 suggests that a conditional use requirement can be triggered by the Plan recommendation itself. Instead, conditional use thresholds are established in the zoning code. This area is currently zoned TSS, TR-U1, and TR-U2. Conditional uses will be required in the TSS District for any building over three stories, and in the TR-U1 and TR-U2 District, for any building with over 8 residential units. Thus, the vast majority of redevelopment proposals will likely require conditional use review in any case.

Staff believes that with a three-story height limit on the University Avenue facade, these properties could support heights up to six to eight stories with a sufficient stepback from the facade. This is an area very appropriate for greater densities, as discussed above, and additional building height is not likely to have shadow or “canyonization impacts” on the residential neighborhood to the south, so long as it is stepped back from University Avenue.

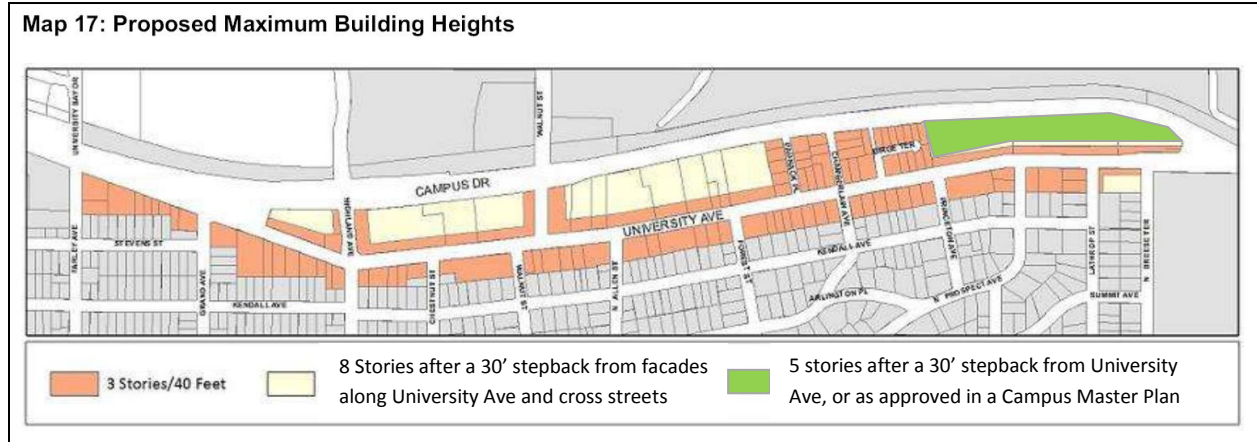
The adequacy of parking is a concern mentioned in the Plan, and staff notes that by allowing additional building height, the provision of structured parking, along with other amenities such as storage spaces, interior trash management systems, and other building components that help mitigate negative impacts of density, can become more economically feasible.

Staff also recommends that the Plan set a 5-story maximum height limit as allowed in the TR-U1 Zoning District for the University of Wisconsin owned properties in the northeast corner of the Planning Area.

However, staff recommends that the Plan acknowledge that a future Campus Master Plan that may seek taller heights, and if approved by the Common Council that this Plan should be amended to reflect that decision.

To incorporate these changes, staff recommends that Map 17 be revised as shown in Figure 6 below:

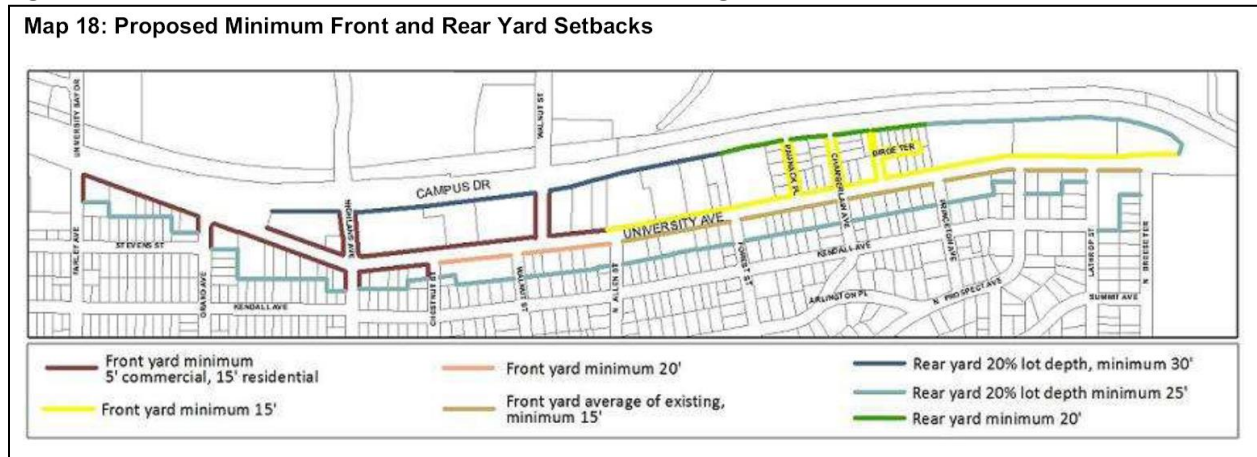
Figure 6: Planning Staff Response to Draft Corridor Plan Building Height Recommendations



Building Setbacks

The draft University Avenue Corridor Plan includes recommendations for front and rear yard setbacks that differ from the setbacks required in many of the underlying zoning districts (see Map 18 on Page 48 and below).

Figure 7: Draft Corridor Plan Recommendations for Building Setbacks



In general, staff considers the setbacks established by the zoning districts to be appropriate, and recommends that many of the different setback recommendations in the draft plan be eliminated or revised, as described in detail below.

Staff recommends eliminating all of the rear yard setback recommendations and deferring to underlying zoning requirements, which generally range from 20 to 25 feet for the zoning districts in the area, but could be as low 20%-25% of the lot depth, which would lead to lesser rear yard requirements on lots under 100 feet deep. Staff does not believe that it makes sense to create deep rear yard setbacks along Campus Drive (the Plan effectively recommends rear yards greater than 40 feet, when taking into

account the 200+ foot deep lots in this area), but would rather see development as close to Campus Drive as the rear yard requirement in the base zoning district would allow. This is an area that will have few if any impacts on area residents, and deeper setbacks would not necessarily result in quality usable open spaces abutting Campus Drive.

With regard to the front yard setbacks recommended in the Plan, staff notes that the 15-foot recommended front yard setbacks on both sides of University Avenue east of North Allen Street is consistent with the requirement in the underlying TR-U1 and TR-U2 Zoning districts, and is thus unnecessary to include in the Plan. Staff does not support the 20-foot setback recommended just west of North Allen Street on the south side. This is greater than the 15-foot setback required in the underlying TR-U1 zoning district, and also greater than the existing 15-foot setback of most of the buildings along this stretch. Staff believes that this can also be eliminated from the Plan.

Staff could support the recommended 5-foot front yard setback for commercial and mixed-use buildings on both sides of University Avenue and the cross streets in the western portion of the corridor, although it is important to note that the underlying TSS (Traditional Shopping Street) zoning district in this area does not require a front yard setback. Staff notes that since some of these lots are relatively shallow, the provision of a front yard setback will likely push buildings back further toward the rear property line than they might otherwise be, but the rear yard setback would apply in any case. If this recommended 5-foot setback is maintained, staff strongly recommends that it pertain to all building types, rather than having the deeper 15-foot setback requirement for residential buildings. This will allow for a consistent street frontage, regardless of ground floor use, while still allowing for a variety of treatments between the building and the sidewalk (structured landscaped areas between the sidewalk and residential buildings, and hardscaped areas to accommodate benches, bicycle parking, etc. in front of commercial or mixed-use buildings).

Recommendations

Planning Division Recommendation

The Planning Division recommends that the Plan Commission send the draft University Avenue Corridor Plan to the Common Council for adoption with recommended changes outlined in this report, as well as necessary revisions to the Plan narrative consistent with these recommendations. In the instance that a decision is not reached during the Plan Commission discussion, staff recommends that the Plan Commission refer the University Avenue Corridor Plan to a future meeting with direction to staff so that further analysis may be brought back to the Plan Commission for consideration. This recommendation is subject to input at the public hearing and the conditions recommended by the Planning Division and other reviewing agencies.

1. Revise Map 16, “Proposed Madison Comprehensive Plan Changes” and associated narrative in the Plan as follows:
 - a) Return the transit oriented development node to its original location between Campus Drive, University Avenue, Highland, and Walnut.
 - b) For areas B and C shown on Page 5 of this report, which are recommended for the land use designation of “NMU (Neighborhood Mixed Use), indicate that residential densities exceeding 100 units per acre are supported.
 - c) Maintain the HDR (High-Density Residential) land use designation for areas D and E, noting for area D that densities of 80 units per acre or above are supported, and for area E that densities of up to 50 units per acre are supported.
2. Revise Map 17, “Proposed Maximum Building Heights”, as shown in Figure 6 on Page 9 of this report, and change associated narrative in the Plan.
3. Eliminate Map 18, “Proposed Minimum Front and Rear Yard Setbacks”, and eliminate any narrative in the Plan pertaining to rear yards differing from the underlying zoning requirements. Provide narrative in the Plan recommending that in areas where front setbacks are not required by underlying zoning, a 5-foot front setback should be provided to create space for streetscape amenities in front of commercial uses and for landscaping in front of ground floor residential uses.
4. Include a new, more detailed “Proposed Future Land Use Map” including proposed land uses, residential densities and any setback recommendations maintained that differ from underlying zoning.

Recommendations continued on following pages

The recommendations made by reviewing boards, committees, and commissions are listed below in the order they appear within the Plan, along with staff recommendations to the Plan Commission for each.

Table 2: Specific Recommendations from Referral Bodies and Staff Response

Rec	Page	Acting Body	Body Recommendation	Planning Division Recommendation
5.		Board of Public Works	The Board of Public Works, on a vote of 5 to 2 with 1 abstention, voted rejection of the Plan.	DO NOT SUPPORT
6.	General	TPC	That text be added that University Avenue was part of the primary transportation corridor for transit.	SUPPORT Add narrative to Chapter IV., D. Transportation; Chapter V. Vision & Guiding Principles, No. 5 Promote Walking, Biking and Mass Transit; and VII. Specific Area Recommendations, Area 2: Walnut Node.
7.	General	TPC	With reference to discussion of an eastbound ramp at Highland that would take more traffic off University Avenue and adversely affect the business district, that the Plan not support this idea without studying it for broader impacts; generally, that the Plan reflect the necessity of adequately studying the impacts of any proposed ramp at any location along Campus Drive.	SUPPORT Add narrative to VII. Specific Area Recommendations, Area 1 and 2: Highland and Walnut Node, VIII. Economic Development, and IX. Transportation, Automobile Traffic.
8.	General	TPC	That the Plan Commission consider that University Avenue is a high-traffic, transit-oriented development corridor and should consider greater density along that area.	SUPPORT
9.	35, 66	TPC	Revised appropriate maps to reflect the three proposed locations for Bus Rapid Transit (BRT) stations.	SUPPORT Recommend narrative inclusion of Bus Rapid Transit (BRT) in Transportation Chapter, Implementation Strategy, and proposed facility locations on Maps 14 and 20.

Rec	Page	Acting Body	Body Recommendation	Planning Division Recommendation
10.	45	Joint West Campus Area Committee and UDC	Under Table 1: Land Use, Building & Site Recommendations for Area 6-University Edge, to delete the Building Heights and Step back language " North side: Max 3 st/40 ft along the street. With conditional use approval, step back to 4 st/52 ft (preferred) or 5 st/55 ft along Campus Drive. Nothing higher than First Congregational Church roof ridge line* even if rezoned. " and amend to use the Campus-Institutional (CI) district height standards which is the recommended zoning for this area in the draft Plan.	SUPPORT IN PART Zoning for this area consists of PD (Wisconsin Energy Institute), CI (UW Foundation), and TR-U1 (former ROTC building). The draft Plan incorrectly depicts the zoning as CI rather than TR-U1, which should be corrected. A Campus Master Plan will need to be prepared prior to rezoning from TR-U1 to CI. Standards will be set at the time of approval. At this time, staff recommends maximum building height of five stories in this area, but the Plan should be amended in the future to reflect an adopted Campus Master Plan, should recommended heights differ.
11.	48	UDC	Include language suggesting a minimum setback of 5 feet with 7-10 feet being ideal for landscaping.	SUPPORT IN PART See Staff Recommendation 3
12.	52	TPC	Under Area 2: Walnut Node, reword to: Transportation conflicts include a bus stop at Allen Street , entrances for residential and commercial properties, bicycle lanes, and pedestrian crosswalks. No detail, or recommendation, is presented regarding the stated conflict with a bus stop at Allen Street.	SUPPORT
13.	52, 86	PBMVC	Under Future Land Use, Character, and Scale: Reword to read: Construction of an east-bound ramp from Highland to Campus Drive and Walnut Street to Campus Drive has been discussed in the past to allow traffic to leave the western part of the UW-Madison Campus without using University Avenue. Reflect language change in the Implementation Strategy.	SUPPORT
14.	58	PBMVC	Under Campus Drive Considerations, add a bullet point to read: Construct pedestrian/bicycle overpass across Campus Drive between Alicia Ashman and Walnut Drive.	SUPPORT

Rec	Page	Acting Body	Body Recommendation	Planning Division Recommendation
15.	58	PBMVC	Under Campus Drive Considerations, bullet point 3: Signage should be installed to discourage bicycle traffic on Campus Drive and point to safer bicycle paths and routes. It is legal to bike on Campus Drive, the wide shoulders on the facility provide a safe space for bicyclist to ride without interfering with Campus Drive, and the facility is a preferred route for some bicyclist due to limited cross street intersections.	SUPPORT
16.	60	Landmarks Commission	Under Zero Lot-Line Buildings, Concept 3: Living Building Facades, reword to: Enhancing the building façade with hanging ivy on trellises or creating a living wall can add life to the building face, and can add a pleasant aspect to the pedestrian experience. Change the images of the ivy growing on the brick to trellis against a building wall.	SUPPORT
17.	64	PBMVC	Under Automobile Traffic, Bullet Point 3: Reword to read: The feasibility of an eastbound on-ramp to Campus Drive at Highland and Walnut Street should be revisited to address neighborhood concerns about the high volume of commuter traffic, although significant land acquisition would be required.	SUPPORT
18.	64, 87	PBMVC	Under Automobile Traffic: Delete the sentence “Way finding signs should be installed at the intersections with Highland Avenue and Walnut Street.” and amend to read: “Way finding for the University Avenue Corridor should be considered as part of a citywide way finding plan.” Way finding should be a well thought out process with defined destinations throughout the city. The plan does not include a destination for the way finding at these intersections. Reflect language change in the Implementation Strategy.	SUPPORT

Rec	Page	Acting Body	Body Recommendation	Planning Division Recommendation
19.	64, 86	PBMVC	Under Automobile Traffic: Delete the sentence “Parking meters should be installed in the city parking lot on the north side of the 2500 block.” and amend to read: “Parking meters should be evaluated for installation in the city parking lot on the north side of the 2500 block.” The feasibility of meters in any location needs to be studied by the parking utility to determine whether they are financially sustainable. “Reflect language change in the Implementation Strategy.	SUPPORT
20.	64, 87	PBMVC	Under Alicia Ashman Bridge: Delete the sentence “The crosswalk could be improved by changing pedestrian activated lights from flashing yellow lights to flashing red lights” and amend to read: <u>“Explore installation of a pedestrian hybrid beacon such as exists currently at the intersection of Blair and Mifflin Streets.”</u> The use of flashing red lights in this case is not allowed by the federal highway administration. Reflect language change in the Implementation Strategy.	SUPPORT
21.	67	Landmarks Commission	Under Examples of Sustainable Practices, Second Bullet Point: Reword to: Installation of energy efficient windows, insulation, and appliances to retrofit existing buildings <u>where appropriate.</u>	SUPPORT
22.	68	PBMVC	Under Street-Level Improvements, Bullet Point 3: Add sentence: <u>“Way finding for the University Avenue Corridor should be considered as part of a citywide way finding plan.”</u>	SUPPORT
23.	68, 71	Urban Design Commission	Under Street-Level Improvements, add bullet point to include language suggesting burying utilities whenever possible.	SUPPORT Include in Chapter XI, Under Street-Level Improvements and Map 21.
24.	70	PBMVC	Under Highland Avenue and Walnut Street Bridges and Underpasses, Bullet Point 3: Add sentence: <u>“Way finding for the University Avenue Corridor should be considered as part of a citywide way finding plan.”</u>	SUPPORT
25.	72	Landmarks Commission	Under Design Guidelines, first paragraph, reword to: While the guidelines are not requirements, some of them are required in the new zoning code for mixed-use and commercial districts, as indicated below. <u>and in the Landmarks Ordinance.</u>	SUPPORT

Rec	Page	Acting Body	Body Recommendation	Planning Division Recommendation
26.	86	TPC	Under Implementation Strategy, Alternative Transit Modes, reword to: Install street-level lighting on existing power poles and add amenities such as benches, bicycle racks, trash cans, and bus shelters where appropriate and space permits.	SUPPORT
27.	87	TPC	Under Implementation Strategy, Alternative Transit Modes, reword to: Work with Madison Metro UW-Madison to get campus bus service on the Corridor, e.g. a west campus circulator and Request that UW-Madison work with Madison Metro to determine the operational cost and that UW-Madison secure budget to establish a circulator route. Change Lead Agency from Madison Metro to UW-Madison.	SUPPORT
28.	General	TPC	That some text be added that some mention be made that University Avenue was part of the primary transportation corridor for transit.	SUPPORT Add narrative to Chapter IV., D. Transportation; Chapter V. Vision & Guiding Principles, No. 5 Promote Walking, Biking and Mass Transit; and VII. Specific Area Recommendations, Area 2: Walnut Node.
29.	General	TPC	With reference to discussion of an eastbound ramp at Highland that would take more traffic off University Avenue and adversely affect the business district, that the Plan not support this idea without studying it for broader impacts; generally, that the Plan reflect the necessity of adequately studying the impacts of any proposed ramp at any location along Campus Drive.	SUPPORT Add narrative to VII. Specific Area Recommendations, Area 1 and 2: Highland and Walnut Node, VIII. Economic Development, and IX. Transportation, Automobile Traffic.
30.	General	TPC	That the Plan Commission consider that University Avenue is a high-traffic, transit-oriented development corridor and should consider greater density along that area.	SUPPORT

General Corrections

Rec	Page	Acting Body	Body Recommendation	Planning Division Recommendation
31.	23	N/A	Recalculate "Figure 3: Change in Land Use along the Corridor, 1960-2010" by replacing the unit of measurement from 'number of units' to 'gross square footage' by year.	SUPPORT
32.	43	PBMVC	Under Traffic and Parking Demands, paragraph B: Correct statement to read: A 839 770 gross parking spaces stall -addition to the U.W. Hospital and Clinics parking ramp is being built to mitigate the loss of the parking ramp being replaced by the new U.W. School of Nursing across the street from the hospital. The net increase is 352 347 parking spaces".	SUPPORT
33.	43	PBMVC	Under Traffic and Parking Demands, paragraph C: Correct statement to read: "The new 500 473 stall parking ramp built by the VA to accommodate more visitors ...".	SUPPORT
34.	45	N/A	Table 1: Land Use, Building and Site Recommendations, Under Area 6, Zoning: correct the text from CI (Campus Institution), to TR-U1.	SUPPORT