

Veldran, Lisa

From: Bidar-Sielaff, Shiva
Sent: Monday, May 05, 2014 12:18 PM
To: All Alders
Cc: Veldran, Lisa
Subject: Fwd: University Avenue Corridor Plan (Council agenda item # 34 for 5/6/14)

See below

Lisa: could you please add to legistar file thanks!

Begin forwarded message:

From: Elizabeth Greene [REDACTED]
Date: May 5, 2014 at 11:39:55 AM CDT
To: Shiva Bidar-Sielaff <district5@cityofmadison.com>
Subject: University Avenue Corridor Plan (Council agenda item # 34 for 5/6/14)

Dear Shiva,

I'm writing to express my support for the University Avenue Corridor Plan and to register concern about a couple of changes made by Planning staff and the Plan Commission, as explained below. As you know, I sit on the Regent Neighborhood Association (RNA) Board and was also a member of the subcommittee that drafted the Plan. However, this message expresses my personal opinions.

Since we finished drafting the Plan and submitted it to you, I've been able to step back from the details and think again about the Plan as a whole. I'm really pleased with the vision we presented for renewal and revitalization of the Corridor. I'm excited about the prospect of new buildings to fill underused spaces and replace lower quality buildings, especially if new development exhibits the architectural excellence and diversity which characterize other parts of the Regent Neighborhood.

I also look forward to enhancement of the links between the Corridor and the UW, beautification of the street, and a more welcoming atmosphere, including better signage, for the many people who pass through the Corridor each day. I hope that we can find creative solutions to the parking shortage so that the 2400 through 2600 blocks can develop into a thriving commercial corridor which attracts customers from all parts of the city.

In order to accomplish all of this, it will be important to manage growth along the Corridor so that there is a good balance between liveability and increased density. Therefore, I am concerned about two aspects of the current version of the Plan as approved by the Plan Commission:

1) For parts of the area north of University Avenue, "residential densities of more than 100 units per acre are supported". In another north side area, more than 80 units per acre are supported. I object to these statements because:

- (a) they do not impose any limits on density;
- (b) these densities would most likely not be supported by the neighborhood;
- (c) residential density on the north side is already higher than the densities suggested in the city's Comprehensive Plan. Further increases in density may still be appropriate, but the area is already crowded and congestion will only increase as the population grows. It doesn't benefit the city to

impose high density on a neighborhood that is already struggling with traffic and parking pressures.

I hope the Council will at least add upper limits on density in these areas.

2) For parts of the area north of University Avenue, maximum heights along Campus Drive are set at eight stories. Eight story buildings are neither necessary for density nor desirable. Even with stepbacks, the masses of eight story buildings would negatively impact the character of the Corridor and could create a forbidding wall along Campus Drive. I hope the Council will modify this provision. It seems to me that a five or six story height limit would be appropriate.

As always, thank you for your hard work and your consideration of these comments.

Elizabeth Greene
