

SECTION V:

Transportation

- ▶ Assessment of Existing Conditions
- ▶ Policy Recommendations
 - ▶ Alternative Transportation
 - ▶ Parking
 - ▶ Circulation Map



Regent Street
South Campus

ASSESSMENT OF EXISTING CONDITIONS

Streets & Car Traffic

The planning area has several defining transportation routes that run through or along the edge of the planning area. Monroe Street, Randall Avenue, Johnson Street, and Park Street are the major roadways that form the backbone of the area's transportation system. The major entrances into the district are at the Monroe Street/Regent Street intersection and the Park Street/Regent Street intersection.

The Monroe/Regent intersection is actually a 6-way intersection, where Breese Terrace, Oakland Avenue, Regent Street, and Monroe Street come together in front of Camp Randall stadium. This area, originally designed to accommodate a railroad line (which has since become the popular Southwest Path) is a confusing bottleneck. The intersection serves neither cars, bikes, nor pedestrians efficiently and has been targeted for reconstruction in 2009. Nevertheless, it is a prominent intersection not only for the Planning Area, but in the City as a whole. Approaching the intersection from the southwest, motorists are greeted by the sight of Camp Randall and the Field House; a signal that they have transitioned from the commercial/residential area along Monroe to the more university-oriented neighborhood.

The Park/Regent intersection is dominated by hospital and medical facilities on the south, with

major new University buildings behind a more traditional street frontage of two-story buildings on the north. This creates a less defined transition into the neighborhood when entering from the east.

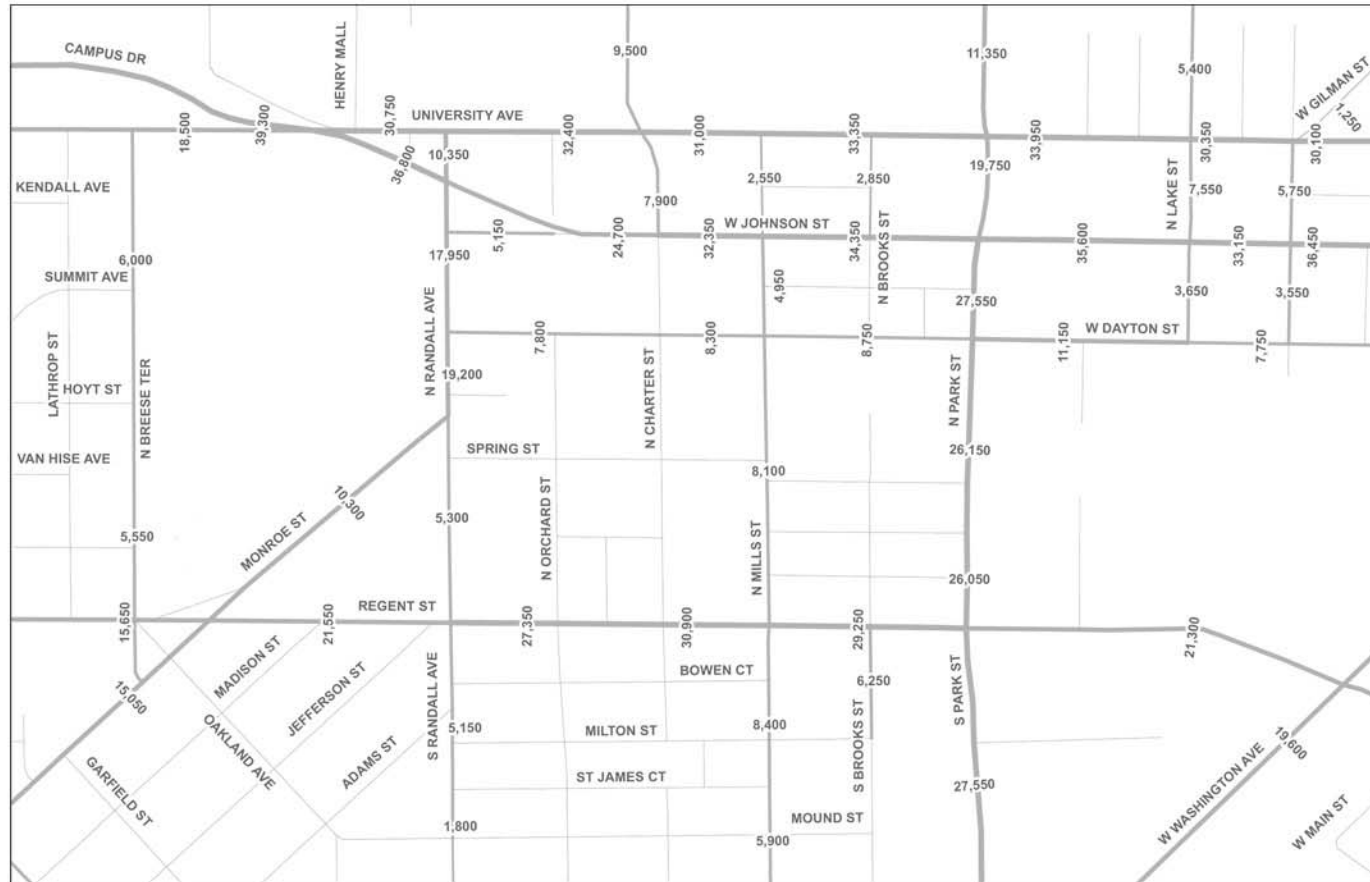
Johnson Street acts as the northern boundary of the neighborhood. It is a one-way street paired with University Avenue to the north, forming a "couplet" of one-way streets. Together, these streets handle almost 63,500 vehicles per day (VPD) between Charter Street and Mills Street; Johnson Street's share of that is just over 32,000 VPD (see Map 5.1 on the following page).

Park Street originates at the Highway 14 interchange with the Beltline about 2.2 miles to the south of Regent Street. Many of the vehicles traveling along Park Street north of West Washington Avenue are either University-bound or headed to the medical facilities at the Park/Regent intersection. Park Street handles about 48,000 VPD just south of West Washington Avenue, 28,000 VPD just south of Regent Street, and 26,000 VPD just north of Regent Street.

Car traffic is a major concern throughout the area, but especially on Regent Street. Regent Street handles 27,300 vehicles per day (VPD) just east of Randall Avenue, 31,000 VPD just west of Mills Street, and just under 30,000 VPD at the intersection with Park Street. As such, it is a major Downtown "feeder", conveying traffic from Mineral Point Road, Speedway Road, and Monroe Street to Park Street and West Washington Avenue.

**Map 5.1:
Average Daily Motor-Vehicle
Traffic Counts**

Regent Street
South Campus
August 2007



Avg Weekday Traffic

- 150 - 1,500 VPD
- 1,501 - 3,000 VPD
- 3,001 - 10,000 VPD
- 10,001 - 26,000 VPD
- 26,001 - 112,000 VPD
- - - AWT Not Available

Source: Total Average Daily Traffic Counts. City of Madison 2006 Traffic Counts.



Transportation



■ Johnson Street Corridor looking east.



■ Park Street and Regent Street intersection looking northeast.



Regent Street
South Campus

The area with highest vehicle use along Regent Street occurs west of the Mills Street intersection. At about 31,000 VPD, this section of Regent Street handles nearly as much traffic as West Johnson Street along the northern edge of the planning area or Park Street as it approaches Regent Street from the South. However, Regent Street is a four-lane two-way street with no turn lanes and on-street parking, while West Johnson Street is a four-lane one-way street with no parking allowed. In fact, Regent Street is the highest-volume four-lane road in the City of Madison that allows on-street parking, which in effect reduces travel to one lane each way. Streets of comparable design are Monroe Street and Williamson Street, but the maximum VPD found on those streets is roughly 4,000 less than the maximum VPD on Regent Street. It should also be noted that all of these figures, and the map on previous page, only represent motor vehicle traffic. In reality, overall traffic is much higher because of the high volume of pedestrians and bikers. Unfortunately counts of pedestrian and bikers are not available, so total traffic cannot be given.

Just as Park Street is the only approach to Downtown from the south, Regent Street and Johnson Street are the only approaches from the west, limiting alternative routes. Even if further alternatives to car travel are implemented, it is likely that car traffic on the major streets through the planning area will only increase.

UW football game day traffic is another issue that

the planning area grapples with. Even though there are usually only six football games per year, they still have a major effect on the residents' ability to travel during the day. The Kohl Center also impacts traffic through the planning area. Even though the Kohl Center's capacity is almost 80 percent less than Camp Randall's, it hosts events nearly every day, and sometimes twice a day, making it a consistent traffic generator.

In addition to the Johnson/University couplet, several other streets that run through the planning area are one-way. North Orchard Street is one-way southbound from Johnson Street to Dayton, and continues south to Regent; Charter Street pairs with Orchard from Regent north to Johnson. Fahrenbrook Court and College Court are another pair of one-way streets. Bowen Court, which is the first street south of Regent, runs westbound one-way. Oakland Avenue runs one-way southeast bound to Madison Street, which itself runs one-way northeast bound from Oakland to Regent. One-way streets can be a way to increase on-street parking capacity, but they also have the drawbacks of increasing traffic and decreasing accessibility.

Parking

Parking is another issue in the neighborhood. The lack of parking north of Regent Street causes some residents to park their cars in neighborhoods south of Regent Street. In addition, many business lack their own dedicated parking lots and therefore most rely on on-street parking for customers and employees.

Transportation



■ New UW Visitor's Center and parking structure at 21 N. Park Street.

Photo: UW Campus Photo Library



Regent Street
South Campus

Many of the businesses that do have dedicated parking have it located between the building and the street, which diminishes pedestrian friendliness. On the other hand, surface parking that is visible from Regent Street can be valuable for football game day parking, beer gardens, tailgating, and, to a lesser extent, parking for games and events at the Kohl Center. These potential income generators make surface parking somewhat of an economic disincentive for infill redevelopment.

There are five parking garages either within or adjacent to the neighborhood. The University has a parking garage at its visitor's center at 21 North Park Street, UW Health has a garage at 20 South Park Street, the UW has parking under Grainger Hall, and Meriter Hospital has two garages just outside the planning area; one at 1 South Park Street and the other at 36 South Brooks Street. One reason for the prevalence of garage parking is that the high water table throughout much of the area makes provision of underground parking difficult and expensive.

Buses

Bus service on Regent Street from Highland Avenue/Speedway Road to Park Street is limited to one route; except between Mills Street and Park Street. Mills and Park both have two bus routes each just south of Regent Street; both streets carry between three and five bus routes from Regent Street north to University Avenue. Dayton Street accommodates one bus route for some of its length. The major bus corridor is the

pairing of Johnson Street/University Avenue on the north side of the planning area, which carry more than 20 different bus routes for much of their length. A free campus bus (route #85) traverses the area, providing convenient service for transit users. See map of bus routes, next page.

Bicycles

Bicycle travel is an extremely important component of circulation in and through the planning area. The high concentration of students and limited UW (car) parking facilities makes bicycle travel the preferred transportation option for students and for many employees who live relatively close to the planning area.

The Southwest Path and bike lanes on Dayton Street and University Avenue provide popular east-west connections. These connections are heavily used, especially by students, and provide an important alternative to automobile travel. Now that the "missing link" of the Southwest Path has been completed this major regional trail provides a connection between Downtown Madison and much of the west side of the City.

In spite of the on-street bike lanes that run north-south on Park Street, overall north-south bike connections are limited. Much of the bicycle travel across Regent Street originates in the neighborhood to the south of Regent Street, with a University destination. Bike riders are unlikely to travel east to Park Street, cross Regent Street, and then travel west to get to their UW

Madison Metro Weekday Service in RSSC Planning Area



Madison Metro UW Campus Service in RSSC Planning Area



Map 5.2:
Existing Bus Routes

Regent Street
South Campus
August 2007

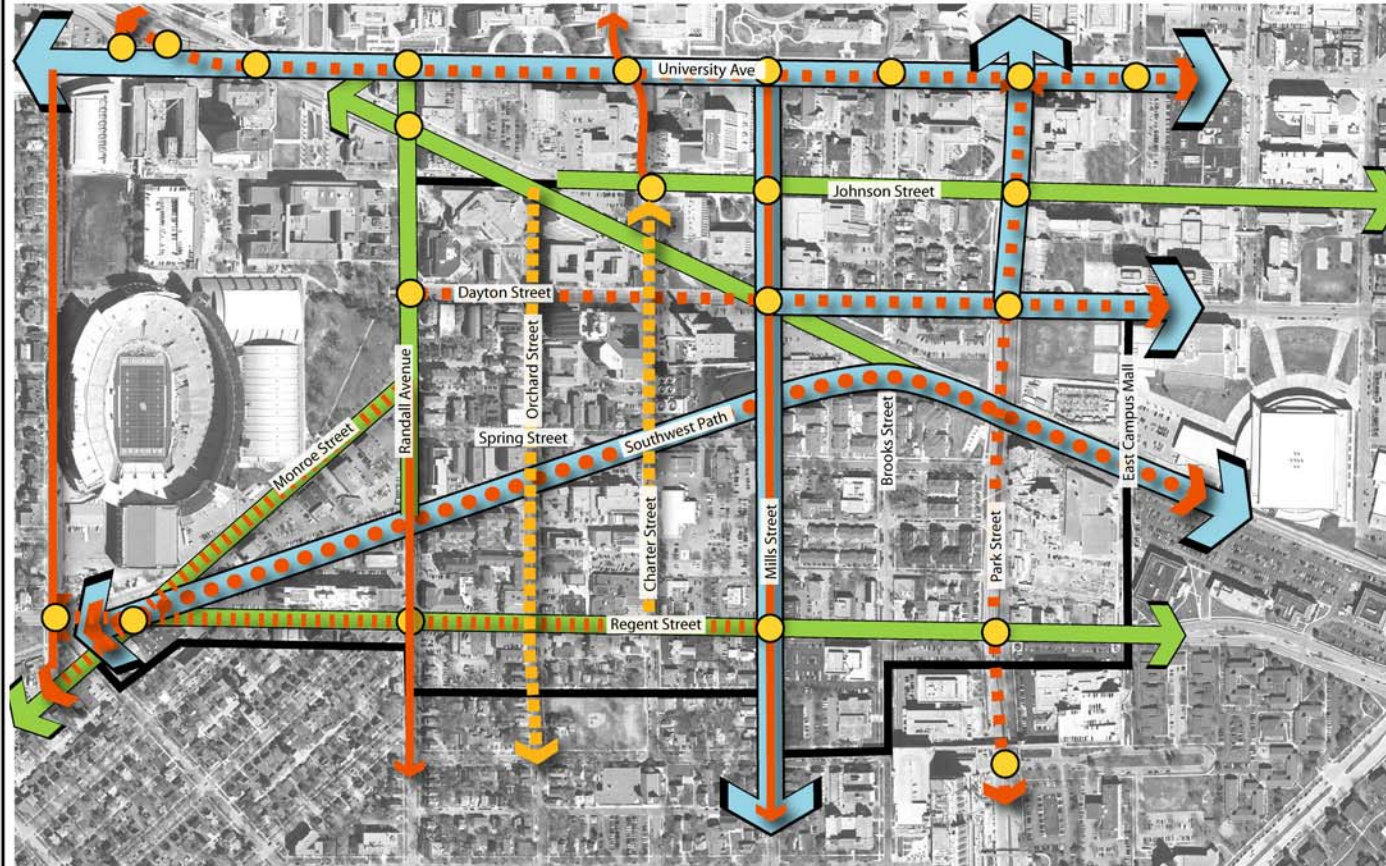
Data Source: City of Madison Metro Transit



Map 5.3:

Bike Routes

Regent Street
South Campus
August 2007



Existing Facilities

- Through Street Suitable for Most Bicyclists
- Bike Lane or Paved Shoulder
- Rush Hour Parking Restriction
- Bike Path
- Bike Route
- Traffic Signal

Future Facilities

- Planned Improvement Bike Lane/ Paved Shoulder
- Proposed Route

Data source: Madison Area Metropolitan Planning Organization- Bicycle Transportation Plan for the Madison Urban Area and Dane County, Wisconsin





- Bicycle and pedestrian travel are the most common means of moving around within the planning area and the UW campus.

destination. Due to heavy car traffic at the Park/Regent intersection bike travel through the intersection can be intimidating. Car traffic on other north/south streets between Park Street and Randall Avenue is much more limited, but Brooks Street does not cross the railroad tracks, and North Mills, Charter, and Orchard Streets and Randall Avenue lack dedicated bike lanes.

High traffic volumes, a lack of bike lanes, and on-street parking make bicycle travel on Regent Street itself a dangerous proposition. Because of the narrow space between the curb and buildings on much of Regent Street there are few bicycle parking opportunities, an unfortunate circumstance given the high number of bike users. The lack of bike racks leads to people chaining their bikes to sign poles, which can in turn obstruct pedestrians.

Pedestrians

Both Regent Street and Park Street are bike and pedestrian barriers due to their high volume of automobile traffic. Even with several signalized intersections along the corridor, it can be difficult, and sometimes dangerous, to cross Regent Street on foot. There are no medians for pedestrians to take refuge in the middle of Regent Street, and currently no room to install traffic islands. The high number of right-turns onto Regent Street also creates a hazard for pedestrians because of inattentive drivers who only look for cars, not people.

Pedestrian traffic is not well-served along Regent Street and along some side streets. Sidewalks along Regent Street do not have terrace areas or street trees; instead, the sidewalks go right up to the street curbs, creating an environment that is unfriendly to pedestrians. There are few pedestrian amenities such as benches or trash receptacles. Unfortunately, the width of the public right-of-way for Regent street does not allow for expansion of sidewalks without taking away traffic lanes.

The high student population and proximity to Camp Randall and the Kohl Center means that the neighborhood is a high pedestrian-use area, but current sidewalk widths and other pedestrian accommodations are ill-suited to handle the commonplace high-pedestrian volumes that the area experiences. Many sidewalks and curbs are showing their age, and some sections have been ripped up and not replaced.

The density, street terraces, street trees, and sidewalks in the Vilas neighborhood to the south of Regent Street make it very pedestrian-friendly. The area to the north of Regent Street is less pedestrian friendly. Terraces are not as well-maintained and often lack street trees and presence of surface parking create swaths of dead space.





■ Building step-backs and emergency kiosks; Minneapolis Midtown Greenway.

TRANSPORTATION RECOMMENDATIONS

Traffic circulation and corridors should be enhanced and strengthened throughout the planning area. Vehicle, transit, pedestrian, and bicycle traffic will increase as development in Madison intensifies, and therefore, future plans should include ways to accommodate all types of transportation.

Bicycles

The Southwest Path will continue to be used by people traveling through the planning area. Heavily trafficked on UW football game days, this Southwest Path provides an alternative route for event-seekers traveling to and from Camp Randall and the Kohl Center. The path itself is well developed, but the areas lining it should include more parks and landscaped green spaces. Enhancing the spaces that line the path will provide users with areas to stop and rest and a more pleasant environment overall, enhancing their pedestrian experience. Future development along the path should include building setbacks and stepbacks that will prevent pedestrians and bicyclists from feeling too enclosed by adjacent tall buildings.

Future development should also include structures that abut the path and provide balconies and windows overlooking the area to increase safety. This will ensure more “eyes” are on the path and its activities. Also, emergency

kiosks should be placed at intervals along the path. Such an addition, which could be integrated with the UW’s existing system, provides pedestrians access to emergency systems, thus enhancing the feeling of public safety. Lighting along the length of the path through the planning area would also increase safety.

In order to increase safety in areas where the path must cross a street, particular design features should be instituted. For example, raised and/or different colored pavement should be used to delineate the path from the roadway, similar to the Johnson Street pedestrian crossing near the University Square redevelopment. In addition, landscaping can be used to frame the path and signal to motorists that they are approaching a unique road feature. This will be particularly important at the crossing of Randall Avenue because of the large number of cars and the large number of pedestrians that converge in that area during football games and other events.

To supplement the Southeast Path, bicycle-friendly accommodations should be provided on streets throughout the planning area. The most efficient method for moving bicyclists around the planning area may be to identify the most used bike routes, for example Mills Street, and concentrate efforts on making those streets as bike-friendly as possible. The most important bicycle routes appear to be Mills Street, Randall Avenue and Charter Street. To accomplish this goal, consideration should be given to creating



Transportation



■ Balconies overlooking a path to increase safety.



■ Special pavement treatment to identify pedestrian path.



Regent Street
South Campus

additional bike lanes, providing bicycle left turn lanes and timing traffic lights to accommodate the crossing of bicyclists.

Good bicycle-vehicle interaction at future street and potential transit intersections should also be kept in mind. Future intersections should maintain highly-visible signs and other traffic calming devices.

Pedestrians

An important feature of a pedestrian-friendly environment are street crossings. There are three main steps that can be taken to increase the safety of street crossings: make pedestrians obvious, give pedestrians time, and shorten crossing distances.

To make pedestrians obvious to oncoming traffic, differently colored pavement should be used for crosswalks at primary intersections and corners should remain free of objects that could screen waiting pedestrians from the view of motorists. The most important intersections are those along the student's primary pedestrian paths. This include all intersections of Park Street, all intersection of Mills Street and all intersections of Randall Avenue. More details on enhanced crossing treatments is provided in the streetscape guidelines. In order to give pedestrians more time to cross, installation of countdown lights would help pedestrians to not feel rushed.

The traffic volumes on Regent Street does not allow for narrowing of the right-of-way to

shorten pedestrian crossing distances. Instead, it is recommended that islands be installed at all non-signalized intersections along Regent Street to allow pedestrians to cross two lanes of traffic at a time.

Apart from street crossings, the physical environment of sidewalks and the surrounding buildings can also add to pedestrian safety and enjoyment. It is important that buildings along sidewalks offer attractive façades and well lit and obvious entrances. Likewise, entrances to parking lots or alleys should be well identified and vehicles coming and going should have a clear view of sidewalk activity. Sidewalks should be at least five feet wide, enough to comfortably allow two-way pedestrian traffic.

Parking

Parking is critically important to any retail district, and because Regent Street has the potential to be enhanced as a shopping corridor, parking will be an important consideration. An understanding of the appropriate amount of parking is needed in order to plan for the area.

Future development in the neighborhood, and in particular the Regent Street corridor and shopping district, it is recommended that overall parking levels equal three spaces per 1,000 square feet of gross floor area. This standard is recommended because of the mixed-use nature of the development—typically office development required approximately three spaces per 1,000 square feet of office space; non-mall retail often



■ Example of a curb bump-out in Milwaukee.
Photo: www.city.milwaukee.gov

requires four to four-and-a-half spaces per 1,000 square feet of retail space; and urban housing, especially since it will most likely cater to students, should be provided only one space per unit. Because all these types of land uses will be occurring in the same area, an average of three parking spaces per 1,000 square feet of development should provide sufficient parking infrastructure.

One way to ensure that the amount of parking recommended is sufficient will be to promote strategies that reduce the demand for parking. Such strategies could include:⁶

- Create a pedestrian friendly environment to encourage area residents to walk to the shopping area rather than rely on their automobiles. The recommendations throughout this plan are intended to create such an environment.
- Create preferential parking for employees that carpool or use vanpools. This will reduce both traffic and parking demand.
- Continue to improve bicycle facilities and amenities. The inclusion of the Southwest Path offers the opportunity to bring in area residents on bike rather than automobile.
- Implement time-based pricing that will charge more for parking during peak hours. This may not be possible along Regent Street because of parking restrictions, but it may be appropriate for some cross streets to implement time-based metered parking.
- Encourage shared parking where several

properties utilize the same location. This is particularly helpful for areas that have uses with different peak hours, for example bars and retail, because the two establishments can essentially use the same amount of parking.

To achieve the number of parking spaces suggested in this document, it is recommended that a combination of on-street and structured parking be used.

Paid Parking

Parking in the planning area is generally either free street parking or in restricted surface lots where permits are required. From input from stakeholders, and especially business owners, there is not enough convenient parking for outsiders to visit local business. In order for the area to improve the parking situation, this plan recommends a move to a paid parking environment on the Regent Street corridor. Parking meters would discourage long-term parkers like commuting students and business employees from using prime retail spaces. In addition, paid street parking is recommended so investors will be willing to offer structured parking facilities, as they could not recover their investment with free parking offered on the street.

On-Street Parking

On-street parking is already available along most of Regent Street. On-street parking is important for three main reasons. First, on-street parking





■ Example of an attractive and functional parking structure.



that is actively used provides a dynamic quality to the streetscape that promotes the image of a vibrant street environment. Secondly, it provides space for convenience shoppers to stop quickly and enter a store without searching for a parking spot within a large lot or structure. Lastly, it provides a physical barrier between pedestrians and moving traffic thus increasing the safety of the area's pedestrian environment.

Parking Structures

A parking structure, or structures, should be pursued to allow for increased density and to promote pedestrian friendliness by allowing for the elimination of street-fronting parking lots as the area redevelops. If parking is consolidated in one or two areas, the rest of the corridor will be free to pursue development that will create the uniform and consistent aesthetic quality that is discussed in the Urban Design section. A centrally located parking structure will also provide the opportunity to create an atmosphere where patrons will be able to park once and walk to a number of restaurants and stores, which, in turn, will foster the vibrant, street level atmosphere that is desired for this heavily pedestrian area. A parking structure with ample available spaces will help ensure that customers do not park on side streets that are in residential neighborhoods, particularly south of Regent Street.

Because of the initial cost of construction, building a parking structure can be a daunting task and a variety of partnership and funding opportunities

should be explored such as potentially:⁷

- One method would be to take on municipal debt in order to create the capital necessary to fund the construction of the ramp. To pay off the resulting debt service, the City could use revenues raised by parking fees, general operating funds and/or a special assessment on local businesses. The special assessment would be levied on the businesses around the parking structure that would garner some “special” benefit from its construction.
- Create a tax incremental financing (TIF) district that would include the Regent Street corridor and the site for the new parking structure. With the existence of a TIF district, the City could fund the capital costs of construction through the tax increment created by redevelopment of the area.
- An increasingly popular method of funding capital improvements, such as a parking structure, is the lease purchase financing model. In this model a private developer would finance and build the parking structure. Upon completion, the City would lease the structure and pay the developer yearly payments that would continue until all the developer's debt was repaid. At that point the City would become owner of the parking structure. This method is convenient when improvements are desired without the incursion of long-term debt.
- Another possible solution to the construction of a parking structure is to pursue a partnership with the University. This could

be beneficial because the University desires to increase its structured parking options, and may be willing to partner on construction, with a section of the ramp designated for public use.

- Finally, implement the use of developer parking impact fees

The future circulation map on page 5-13 shows possible locations for a future parking structure. The sites are ideal for a parking structure because they provide easy access to the commercial core and provide a better utilization of currently underutilized land.

Surface Parking Lots

Surface parking lots exist throughout the planning area. As this plan recommends moving toward more intensive land uses and a more pedestrian-friendly environment, surface parking lots are expected to diminish. Those that are incorporated into new developments should be located behind buildings or in mid-block or side-block locations accessible by side streets.

Streets and Car Traffic

Regent Street in the area of Brooks and Park Streets has been the subject of many complaints related to traffic congestion and pedestrian safety. In order to reduce existing congestion and safety issues in the Regent Street and Park Street vicinity, as well as accommodate future planned growth, the City is recommending widening Regent Street from Brooks Street to Murray Street to add left turn pockets and pedestrian refuge

islands (figure 5.1 on following page). The changes would allow for a needed pedestrian refuge island at Brooks Street and needed turning capacity into Brooks Street. Another vehicular traffic improvement identified in this plan is enhancing Spring Street as an east-west connector to alleviate vehicle traffic on Regent Street. The segments of Spring Street east and west of Mills Street should be re-positioned as development occurs to align at this intersection.

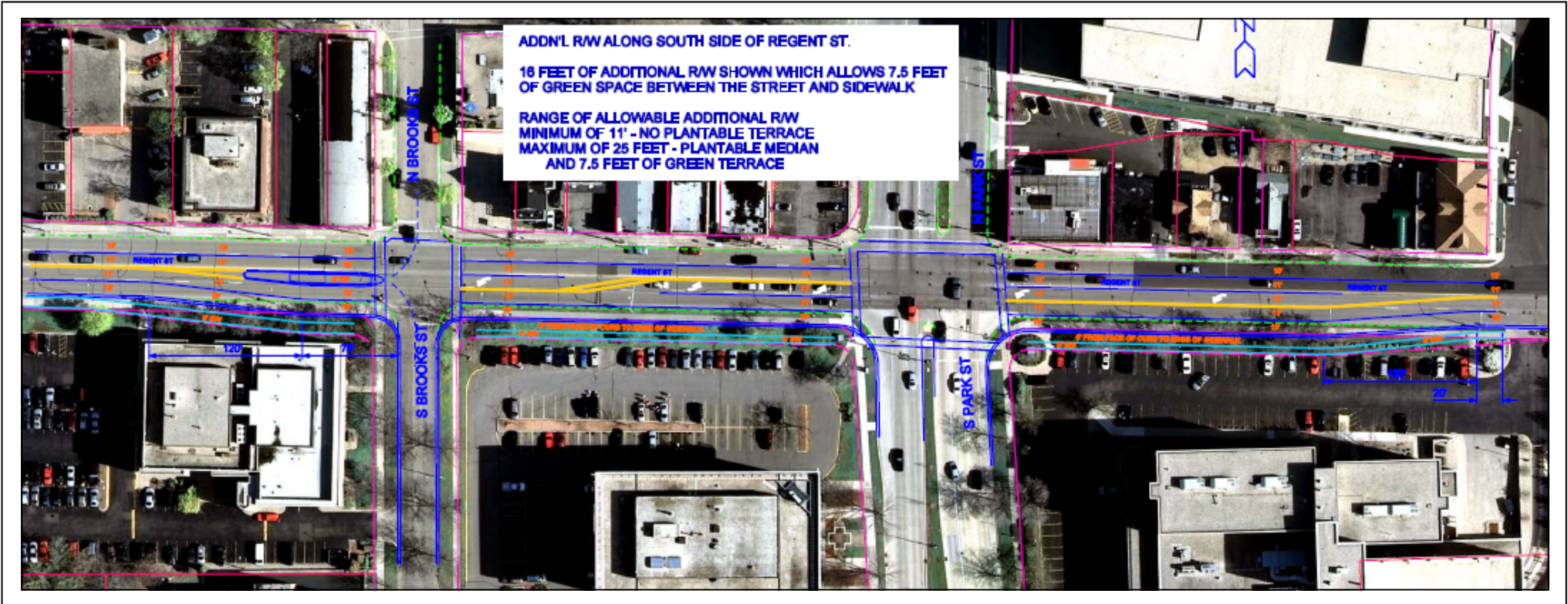
Circulation Map

The map on page 5-13 illustrates the suggested circulation patterns for the neighborhood. Because of the important connections they serve, and their current heavy traffic flow, Regent Street, Park Street, and Monroe Street to Randall Avenue were identified as primary auto routes. Improvements in those areas should focus on providing safe crossings at these streets in order to enhance the pedestrian nature of the area while maintaining traffic flow. Spring Street could become a more useful east-west vehicle route to relieve congestion on Regent Street if the alignment was improved. The recommendation is to align the segments of Spring Street east and west of Mills Street as properties redevelop.

In addition to Regent Street, the primary pedestrian routes within the planning area are Orchard Street and Mills Street through to the UW campus. These routes were identified as being appropriate pedestrian corridors because they are adjacent to a large number of student housing complexes and are currently utilized by



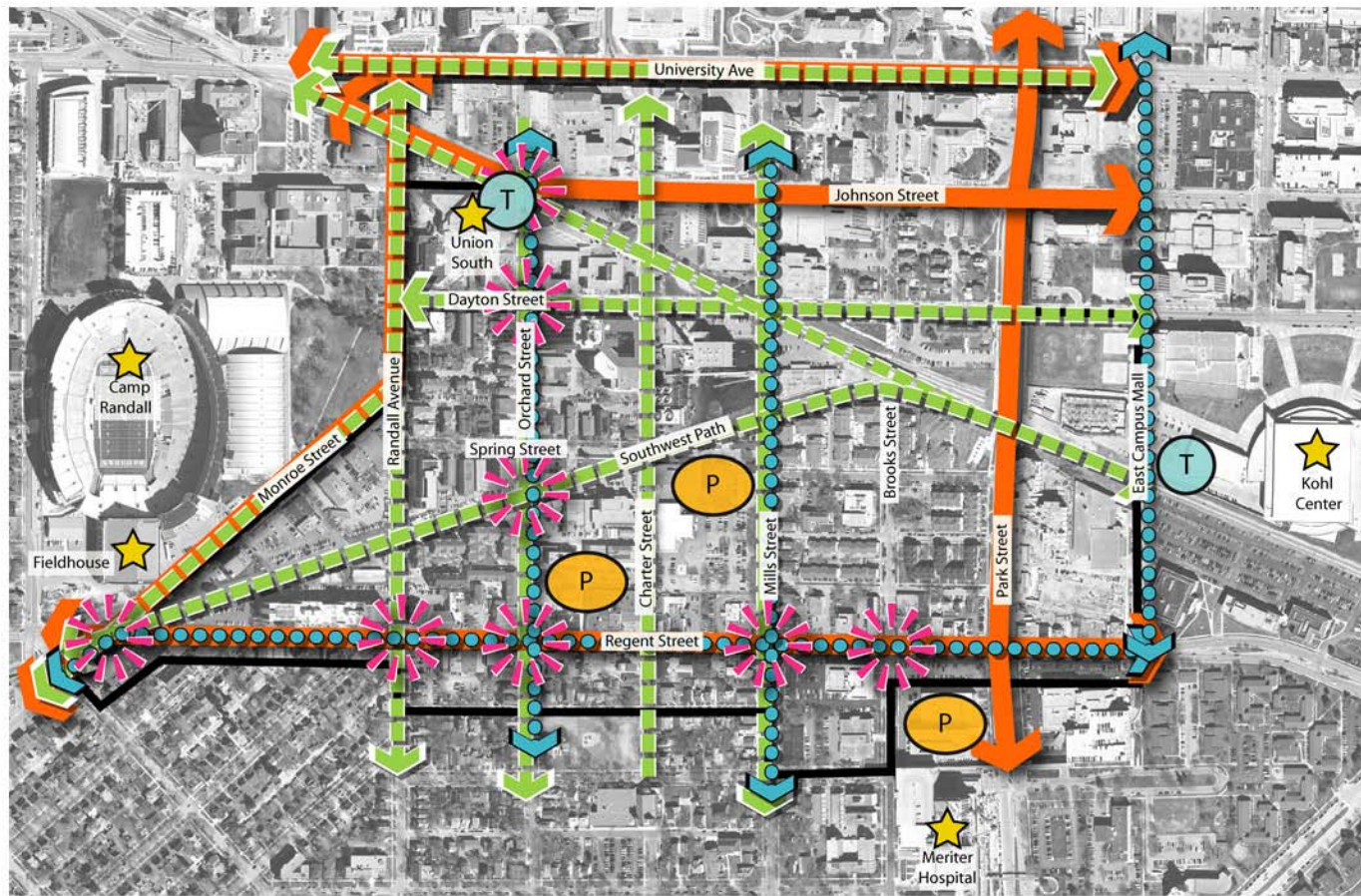
Figure 5.1: Proposed Regent Street/ Park Street Intersection Improvements



Source: City of Madison Traffic Engineering Division

**Map 5.4:
Future Circulation**

Regent Street
South Campus
August 2007



-  Primary Pedestrian Route
-  Primary Bicycle Route
-  Primary Auto Route
-  Planned Transit Stop
-  Key Intersection for Pedestrian Enhancement
-  Major Destination
-  General Location for Future Parking Facility
-  RSSC Project Boundary



Transportation

students. Orchard Street also is the site of a potential transit stop and may eventually be connected to a pedestrian overpass that will span Johnson Street.

The map identifies numerous primary bicycle routes, which demonstrates the importance of bicycle transportation and the need to ensure adequate infrastructure. In particular, improvements should be made to the Regent Street crossings of Randall Avenue and Charter Street, as well as at the Monroe Street and Randall Avenue crossings.

RECOMMENDATIONS SUMMARY

Goal: Enhance the environment and safety of the Southwest Path.

Recommendations:

- Develop additional greenspace and pocket parks in the areas adjacent to the path.
- Ensure that new development is oriented towards the path, as well as to the street.
- Provide “eyes” on the path with windows and balconies in adjacent buildings overlooking the path.
- Consider adding emergency kiosks and lighting.

- Ensure street crossings are visible and identifiable.
- Explore opportunities to add public art, possibly including a sculpture garden, along the Southwest Path.

Goal: Encourage bicycle travel and safety within the planning area.

Recommendations:

- Develop bicycle routes and amenities as described in this chapter, including providing on-street bike lanes.
- Provide adequate and convenient bicycle parking throughout the neighborhood.

Goal: Provide safe pedestrian environment and street crossings.

Recommendations:

- Pedestrian refuge islands are proposed at each of the non-signalized Regent Street intersections. It is noted that these islands may require additional right-of-way.
- Aesthetic enhancements, such as colored, textured, and/or scored pavement should be considered at intersections along Regent Street to call special attention to the frequent presence of pedestrians at these locations.
- Enhance the physical environment by providing lighting, marking entrances of buildings, and separating parking traffic from pedestrians as much as possible.

Goal: Provide sufficient and attractive parking to meet the demands of the anticipated increase in density.

Recommendations:

- Require that new development provides enough parking to meet its projected demand.
- Pursue the development of a parking facility/structure with parking available to the public in the vicinity of the Regent Street Shopping District.
- Pursue the development of a parking facility/structure with parking available to the public in the vicinity of the Regent Street/Park Street node.
- Promote strategies aimed at reducing the overall parking demand, such as transit usage, walking/biking, carpooling, shared parking facilities, and transportation demand management plans for new and existing development.
- The number and size of surface parking lots should be reduced. Those that do exist should be obscured from view if possible; preferably behind buildings with access off side streets.
- Install parking meters along Regent Street to encourage shorter parking durations and provide more opportunities for Regent Street business customers to find convenient parking.

Goal: Provide an alternate route to Regent Street through the planning area.

Recommendations:

- Enhance Spring Street as an east-west connector and align segments east and west of Mills Street.



SECTION VI:

Housing

- ▶ Assessment of Existing Conditions and Trends in Housing
- ▶ Recommendations



■ Aerial photo of the Regent Apartments.



■ Park Terrace at 41 North Randall Avenue.



Regent Street
South Campus

Assessment of Existing Conditions and Trends in Housing

The planning area is dominated by student housing, most of which is two to four stories in height, with the exception of the eight-story Regent Apartments, the six-story Park Terrace Apartments, the new six-story building at the corner of Charter and Dayton Streets, and the recently completed six-story Newell J. Smith Hall. There are also pockets of converted single-family residences that now serve as student housing along Orchard Street from Dayton Street to Regent Street and throughout the planning area south of Regent Street. The homes south of Regent Street act as a transition between the commercial uses along the Regent Street corridor and the single-family neighborhoods to the south and southwest of the planning area.*

The student apartment buildings in the area are a mix of minimalist 1960s and 1970s structures, like the Regent Apartments, and more modern structures, like the Park Terrace at 41 North Randall and the mixed-use building at the corner of Randall and Regent Streets. There are also recent developments of smaller size in the area including a new multi-family unit on Orchard Court.

To the north of the planning area is the UW campus and numerous residence halls. High-rise

residence halls adjacent to or near to the planning area include Sellery Hall, Witte Hall, Chadbourne Hall, and the new Smith Hall. A new Ogg Hall, opened for the 2007-2008 school year, after which the current Ogg Hall will be demolished.

The neighborhood adjacent to the planning area on the southeast (beyond Meriter Hospital) is characterized by low-rise multifamily housing owned by the City of Madison Community Development Authority. This housing is home to a diverse population, many of whom are low-income, and some of whom face physical disabilities and mental health issues.*

Census Housing & Demographic Data

The 2000 U.S. Census was reviewed at the block group level. The block group (BG) level divides census tracts (CT) into smaller segments. Unfortunately, there is not a block group that directly corresponds to the planning area. The block group that covers most of the area is CT 11, BG 2, which is bordered by Breese Terrace on the west, University Avenue on the north, Park Street on the east, and Regent Street on the south. The portion of the planning area to the south of Regent Street not included in this block is predominantly commercial property, and the areas outside the planning that are included in the block are all University facilities. This block group, shown on the map on page 6-3, should represent the neighborhood housing statistics fairly well.

*Refer to map 6.2 on page 6.7 for a map of all major housing structures and areas.

Housing



- Many of the student rentals in the planning area back up to the Southwest Path, making bicycle use easy for residents.



- The UW's new Newell J. Smith Residence Hall.



Regent Street
South Campus

Areas adjacent to the planning area were analyzed as well. Map 6.1 on page 6-3 shows the census tract and block group boundaries and their relationship to the area. It should be noted that residence halls do not count as housing units, so CT 16.02, BG 3 is artificially skewed towards single-family detached housing, when, in fact, over 99 percent of the residents in the area live in residence halls.

Statistics vary widely from block group to block group, as would be expected for an area on the edge of a university. CT 11, BG 2 (the majority of the planning area) contains the largest population (3,666) and the most housing units, less than one percent of which are owner-occupied. In contrast, CT 9, BG 2 has only 957 people and the fewest housing units, but it has the highest proportion of owner-occupied units at 69 percent.

There were no owner-occupied units in buildings with five or more units in any of the areas (note that the data is from 2000, so a project like Monroe Commons would not have been accounted for at that point). Aside from Monroe Commons, the condominium development trend that has encompassed Downtown and other close-in neighborhoods has, by and large, not extended to planning area. Of the owner-occupied units, about 88 percent of them in all seven Block Groups were in the single-family detached category. The majority of the remaining owner-occupied units were duplexes. The graph on page 6-5 shows the breakdown of

buildings by the number of housing units within them (CT 16.02, BG 3 is skewed because of the presence of University residence halls). The data reveals that over 50 percent of the buildings within the planning area, as well as those within CT 16.01, BG 3, contain 20 or more housing units. This reflects the high concentration of mid- and high-rise student housing structures north of Regent Street. CT 12, BG 1 also has a high percentage of structures with 20 or more units, mainly due to the concentration of public housing in the area.

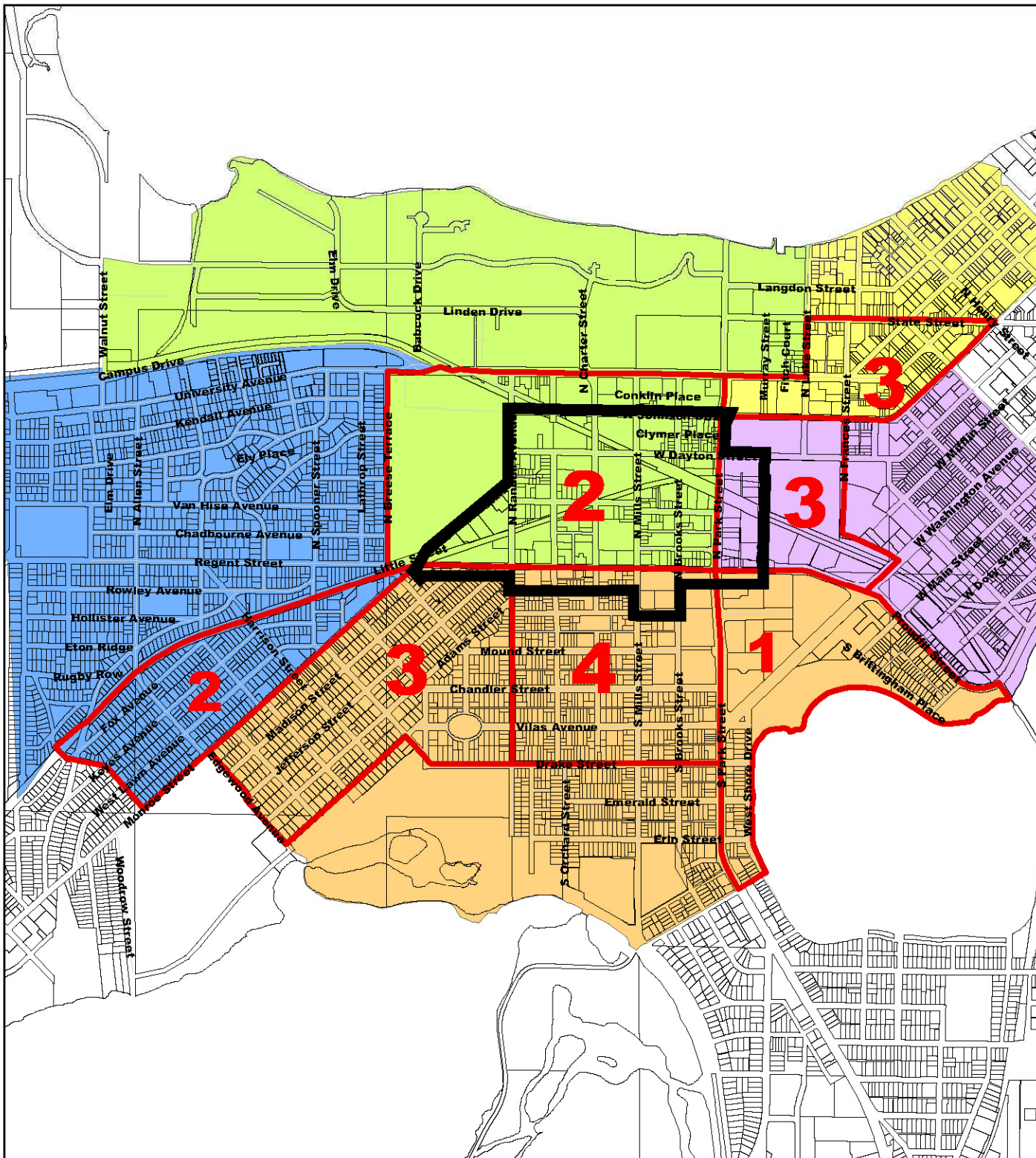
There is also a striking difference in housing unit age between the primary single-family neighborhoods (CT 9, GB 2; CT 12, BG 3; CT 12, BG 4) which all have the median year built around 1940, and the Blocks Groups that consist primarily of multi-family housing, which have a median year built around 1975 or newer. In other words, the student housing is of much more recent vintage than the single-family housing. 41% of the units in the planning area were built since 1980, virtually all of which have been multi-unit student apartments.

The data shows that 88 percent of the residents in Block Group 1 are enrolled undergraduate, graduate or professional studies. 86% of CT 16.01, BG 3 and nearly 100% of CT 16.02, BG 3 are currently enrolled in college.

University of Wisconsin statistics report that 22% of first-year students live off campus and 74% of

Map 6.1 Area Census Block Groups

Regent Street
South Campus
August 2007



Census Boundaries

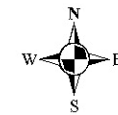
- Census Tract 9
- Census Tract 11
- Census Tract 12
- Census Tract 16.01
- Census Tract 16.02

Census Block Group Boundaries

Census Block Group Number

Planning Boundaries

Regent Street South Campus Planning Area Boundary



0 750 1,500 Feet

Data Source: United States Census Bureau



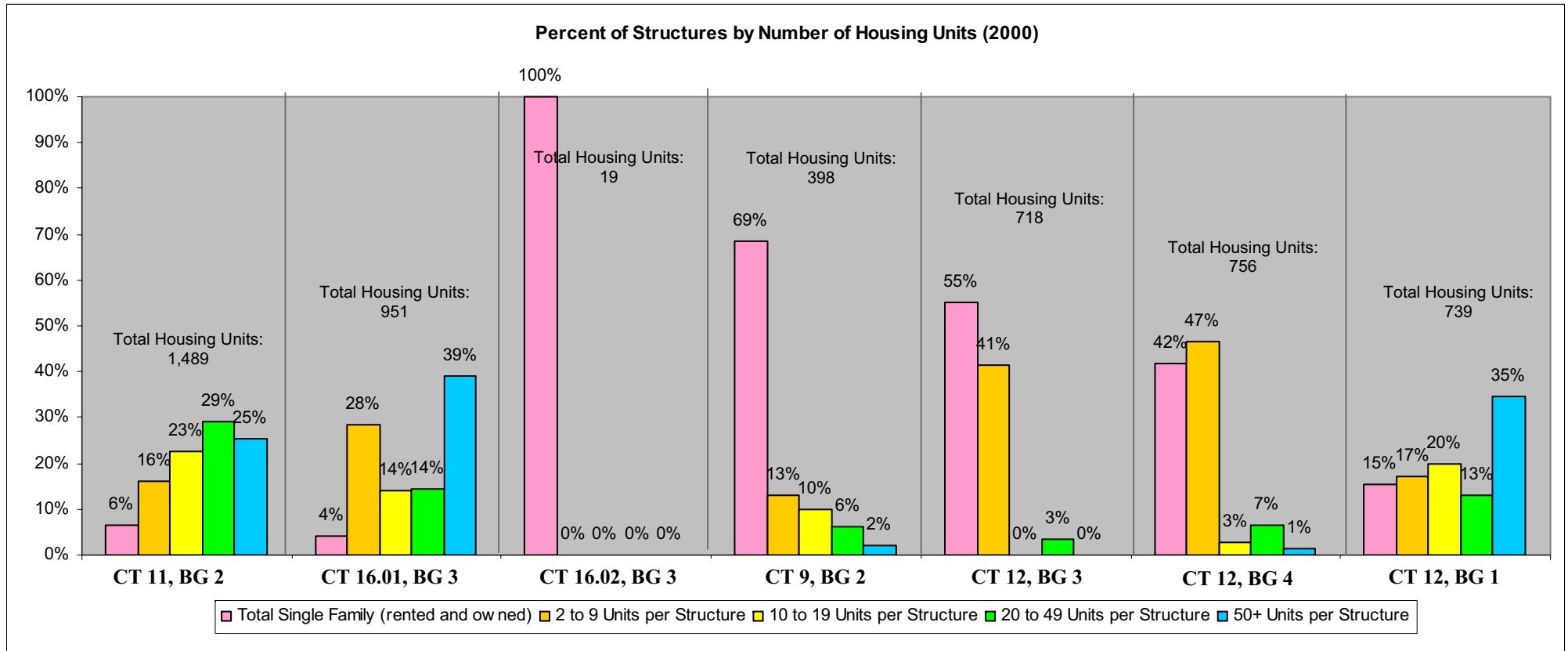
second-year students live off campus⁸; with even higher rates for juniors and seniors. Given 2006 enrollment numbers, this means that approximately 35,000 students are seeking off campus housing each year. The planning area, which is one of the most convenient off-campus locations, is currently capturing less than 10 percent of that population.

If the planning area is able to capitalize on the current trends in student housing — the overall movement to higher-density structures — and leverage its current position as one of the main nodes of dense student housing, then the area north of Regent Street may become one of the central hubs of student life. Increasing the density of student housing north of Regent Street should serve to attract students currently living south of Regent, which could open up the area south of Regent for more owner-occupancy. Further discussion on development trends and opportunities is in Section VII: Economic Development.

The charts and tables on the following pages demonstrate the statistics discussed throughout this section.



Figure 6.1: Percent of Housing Units by Type of Structure

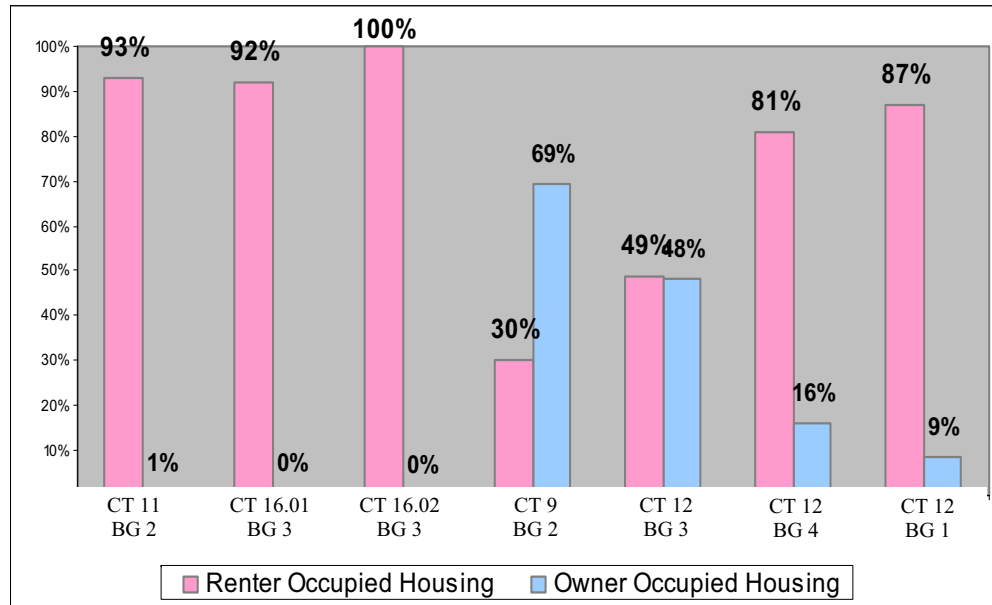


Source: 2000 US Census Data

Note: Nearly all residents of CT 16.02, BG 3 live in "Group Quarters," which do not count as housing units.



Figure 6.2: Renter versus Owner-Occupied Housing



Source: 2000 US Census

Table 6.1: Housing Statistics

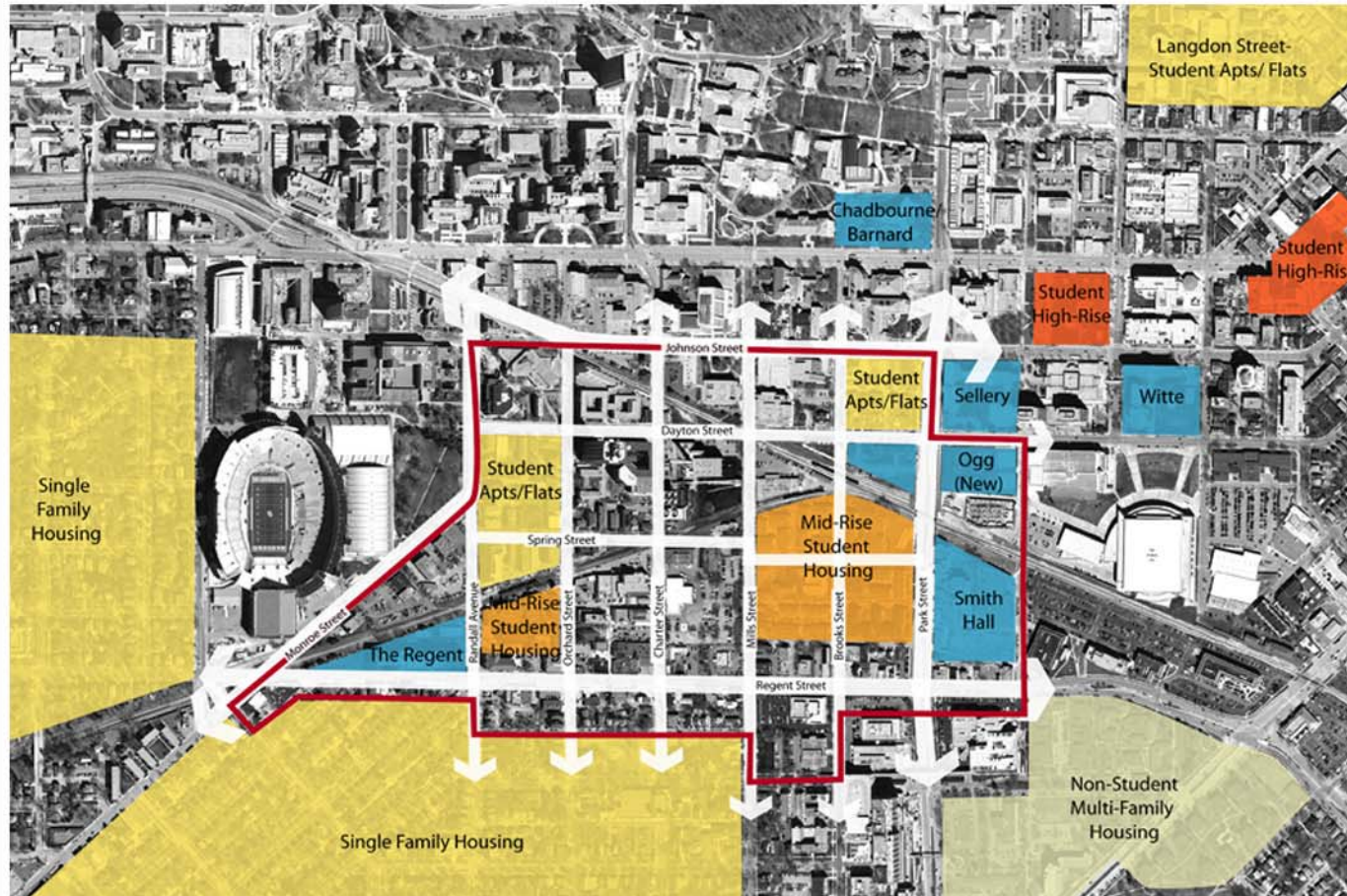
Area	Demographic Data			Housing Data			
	Population	Median Age of Population	Percent of Pop. Enrolled in College or Grad School	Number of Housing Units	Percent of Owner-Occupied Housing Units	Renter-Occupied Housing Units	Median Year Housing Built
CT 11, BG 2	3,666	22.5	88.05%	1,489	0.7%	93.0%	1974
CT 16.01, BG 3	1,793	22.6	86.22%	951	0.4%	92.1%	1964
CT 16.02, BG 3	3,221	18.0	99.47%	19	0.0%	100.0%	1985
CT 9, BG 2	957	37.6	10.14%	398	69.2%	30.0%	1939
CT 12, BG 3	1,854	25.2	41.91%	718	48.2%	48.8%	1939
CT 12, BG 4	2,028	23.6	59.81%	756	16.1%	80.7%	1944
CT 12, BG 1	1,397	32.5	23.05%	739	8.7%	86.9%	1970

Source: 2000 US Census



**Map 6.2:
Existing General Housing
Patterns**

Regent Street
South Campus
August 2007



Key

- University Student Housing (Private and Public)
- High Rise Multi-Family (6+ Stories)
- Mid-Rise Multi-Family (4-6 Stories)
- Detached Single Family
- Multi-Family/ Public Housing
- RSSC Project Boundary

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



RECOMMENDATIONS SUMMARY

Goal: Capitalize on the neighborhood's location in promoting housing opportunities for market segments, such as the elderly, hospital and University employees, singles, and young couples.

Recommendations:

- Ensure that a mix of unit types and sizes is provided throughout the neighborhood.
- Provide a mix of owner-occupied units and rental units at a variety of price points.

Goal: Provide for a variety of student housing opportunities.

Recommendations:

- Develop new housing at a density necessary to meet demand of students seeking convenient off-campus housing.
- Seek to understand the needs of the student population to ensure the neighborhood remains competitive.

Goal: Balance the college-aged housing atmosphere with the abutting owner-occupied housing.

Recommendations:

- If developed, high-rise student housing should be constructed north of Regent Street.
- Integrate student housing into the expanding University fabric.
- Increase density north of Regent Street in order to encourage students in converted homes south of Regent Street to move closer to campus.



SECTION VII:

Economic Development

- ▶ Existing Business Climate
- ▶ Business Mix and Business Development
- ▶ Development Trends and Opportunities
- ▶ Recommendations



■ Existing mixed-use development at the intersection of Randall and Regent.



Regent Street
South Campus

EXISTING BUSINESS CLIMATE

Regent Street is currently home to a diverse array of businesses (see table 7.1 on page 7-2). From restaurants and bars to services and retail stores, it has long been a commercial center for the surrounding neighborhoods. The most prominent traffic generators in the area include the UW-Madison and health care, with a major UW Health clinic and Meriter Hospital located at the intersection of Park Street and Regent Street, and St. Marys Hospital just to the south. These facilities draw thousands of patients and employees into the area from around Dane County, all of whom represent a major source of potential customers for restaurants and retail businesses in the area.

Restaurants and bars are well-represented in the planning area. Restaurants range from national chains, like McDonald's and Subway, to local establishments like Hong Kong Café and Indie Coffee. The bars in the area are all local, and most tend to cater to the University crowd, with strong links to sporting events at Camp Randall and the Kohl Center.

Retail along the street is limited; the main retail activity is Budget Bicycle, which has a number of buildings along Regent. Other retail operations include Studio Jewelers and Fonbone Stereo. Unfortunately, this retail mix does not provide

critical neighborhood-serving goods or destination retailers — the neighborhood is not capitalizing on the high residential and commuter population.

There are many service outlets in the neighborhood — it is home to a UPS Store, a laundromat, a pair of auto repair shops, two hair styling salons, a UW Credit Union branch, a locksmith, and a shoe repair shop. Some of these unique services provide some drawing power to the area.

During the planning process a business owner focus group meeting and a written survey were conducted. The survey gauged business owner's feelings about Regent Street as a place to do business and elements of the neighborhood they would like to see improved. Below is some of the input that was received: Most businesses that responded to the survey said Regent Street was a great place to do business, that they tried to direct customers to other Regent Street businesses, and that they felt the business mix complimented their business.

On the negative side, most cited the lack of convenient parking for customers as the biggest obstacle for doing business on Regent Street. They also responded negatively to nighttime safety, building conditions, and business restrictions. Businesses that catered to students or UW sporting events also did not feel supported by local non-student households.

Table 7.1: Regent Street Businesses

Retail	Food / Liquor Sales
<ul style="list-style-type: none"> Budget Bicycle Studio Jewelers Ltd. Art Frame Shop Fonbone Stereo Service 	<ul style="list-style-type: none"> Fraboni's Open Pantry Greenbush Bakery Regent Liquor
Restaurants / Coffee	Personal Services—Health Care
<ul style="list-style-type: none"> McDonald's The Acropolis Indie Coffee Subway Topper's Pizza Rocky Roccoco Nam's Noodle Electric Earth Regent St Retreat Lucky's Bar & Grill Big 10 Pub Stadium Bar The Annex Greenbush Bar 	<ul style="list-style-type: none"> Dean Health System Campus Chiropractic Meriter Hospital UW Clinic
	Personal Services—Other
	<ul style="list-style-type: none"> Shoe Repair UW Credit Union Laundromat Foreign Car Specialists Jensen Auto The UPS Store Capitol Fire and Security Capitol Lock Inc. Cinema Hair Studio Campus Cars

Business Mix

As redevelopment occurs throughout the neighborhood, the resulting business mix will be important to the success of the area. Market forces will determine some of the retail offerings based on the available consumer segments, but an eye towards future business uses is still important.

During the planning process, business owners and local customers were asked about the current business mix and what they felt was missing. Below is some of the input that was received:

- Business owners were asked to name other businesses which complimented theirs most. The following businesses were cited more than once: Budget Bicycle (3), Meriter Hospital (3), UW Housing-Regent Apartments (2), Big Ten Pub (2), Indie Coffee (2), and Open Pantry (2).
- When asked what else they would like to see in the future businesses cited hardware store (4), and grocery store (3) more than once and 15 other types of businesses, 8 of which were some type of food or beverage service business.
- At a public meeting, residents, students, business owners, and others who attended said they would like to see more of the following businesses (in order of popularity): full service restaurants, grocery / take-home food, books & music, clothing, and coffee shops.

To encourage pedestrian activity and growth of the shopping district all redevelopment proposals on commercial corridors in the planning area should have retail/service space on the street level. The





■ Monroe Commons development.



Regent Street can complement these two business areas by offering pedestrian-friendly neighborhood-serving retail and student-oriented cafes, restaurants and entertainment venues. Because such a large portion of the neighborhood's residents are students who often do not own a car, establishments like a well stocked grocery store within walking distance could be very successful. Also, currently successful establishments show that student-oriented business can thrive along Regent Street.

Business Development Opportunities

In creating a vibrant and successful commercial corridor it is important to establish business support services that promote the success of area establishments. The most efficient way of doing this is to create a Regent Street area business association. The association can offer training, financial and advertising support for business within the neighborhood. Some common business development services include:

- Assistance with neighborhood wide and unified advertising messages
- Low interest business loans and/or matching grant programs
- Coordinating unified business hours
- Business and financial training workshops

Business associations can also aid in the recruitment of new business appropriate for the area, and can act as a self policy system in regards to maintaining aesthetic quality and consistency within the neighborhood.

DEVELOPMENT TRENDS AND OPPORTUNITIES

Regent Street is a transition area between a large single-family residential neighborhoods to the south and west, the University to the north, and Downtown Madison to the northeast. As such, it sees strong demand for student-related housing and businesses, but also demand for housing and shopping for non-student residents looking for a neighborhood near the Downtown.

This multi-faceted market presents economic opportunities for potential mixed-use infill redevelopment along Regent Street, as well as new student housing to the north of Regent Street. Although there has been a building boom in private student apartments, the market continues to see new proposals for student housing. Many of the new student-oriented units have been built around the W. Gorham Street-University Avenue intersection, but because of its strategic location, the planning area has the potential to become the next focus for student housing development. This potential is reflected in the two new University housing structures recently built along the eastern edge of the planning area. Construction of student apartments usually lessens demand for nearby rental units that are located in converted single family homes.

The Downtown and neighborhoods adjacent to downtown have seen a condominium building

boom over the past eight to ten years. The planning area has not been a participant in the condo market, aside from a recent proposal for the corner of Regent Street and Monroe Street.

The Monroe Commons development — a 52 unit condominium building — was recently completed two blocks southwest of Regent Street on Monroe Street. This may indicate condominium potential within the Regent Street corridor, although the “feel” of the Monroe Commons area tends to be more residential and less University-oriented. Some area developers have begun to consider the student market for condominiums — students whose parents buy a condominium acquire both housing for their child while they attend the UW and serve as an investment. Given housing market conditions as this Plan is developed, it is unlikely that the area will see much condominium development in the next 1-2 years.

Land Values and Redevelopment Opportunities

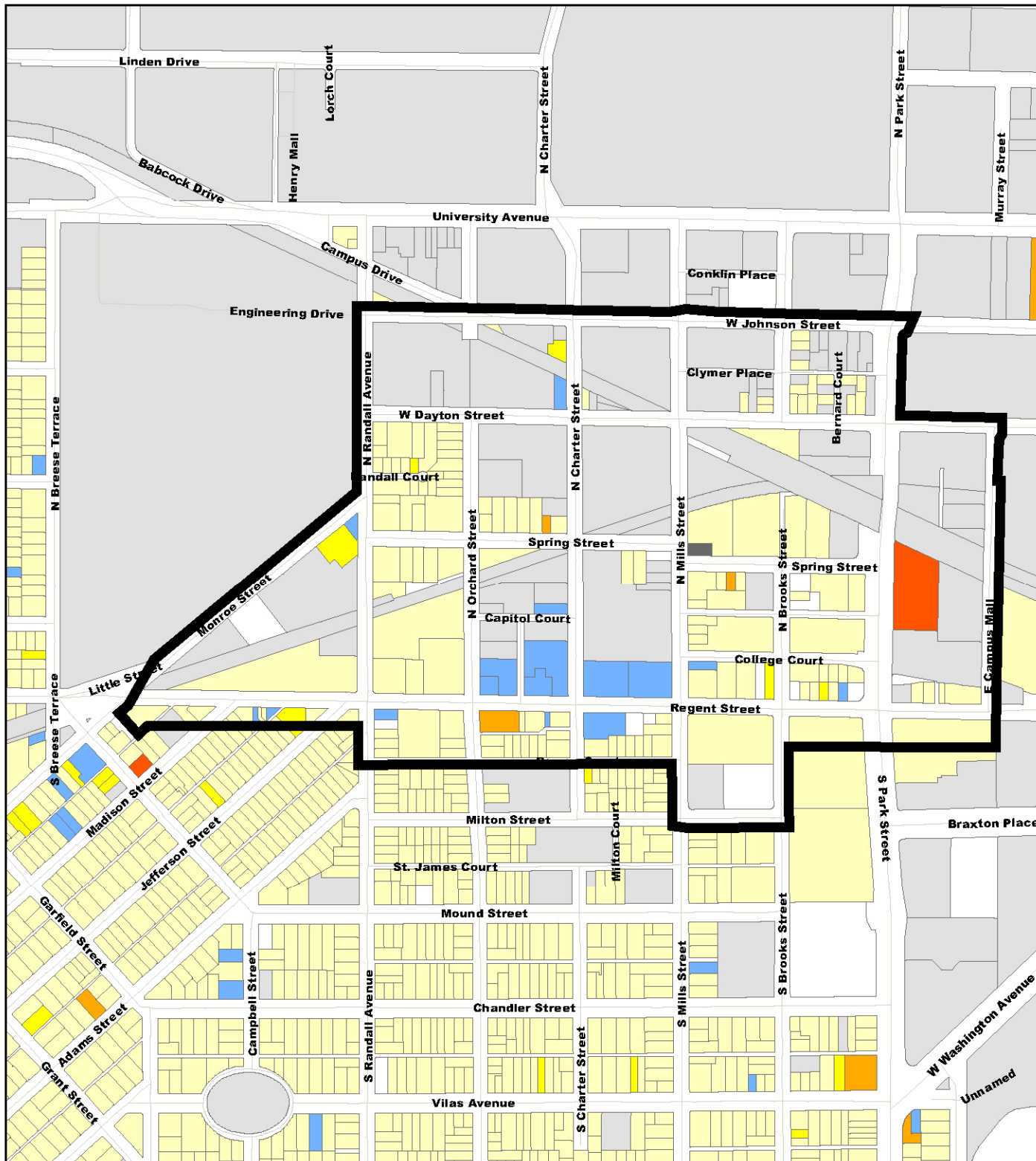
The patterns in land value versus improvement value illustrate that the economic conditions are ripe for redevelopment along Regent Street. As map 7.1 (Two-Year Change in Improvement Value) and map 7.2 (Two-Year Change in Land Value) illustrate, many properties along the street have seen a simultaneous decline in improvement value and an increase in land value. This pattern stands out on Regent Street when compared to the surrounding area.

Properties fronting Regent Street have improvement values per acre that are comparable to, and in some cases lower than, the low-density residential neighborhoods that are to the west and south. At the same time, the per-acre value of land is much higher along Regent Street than nearby residential neighborhoods. This difference between land and improvement values makes demolition of an existing structure an almost incidental cost of redevelopment. For example, the parcel of land currently containing a McDonald’s is worth \$825,000, while the structure is worth just \$155,000 — the land is worth five times more than the improvement that sits upon it. This property has an improvement to land value ratio of less than 1:1. In fact, many properties along the Regent Street corridor stand out as having a ratio of less than 1:1 (see map 7.3). These parcels present the most likely targets for infill redevelopment.



Map 7.1 Two Year Percent Change in Improvement Value (2004 to 2006)

Regent Street
South Campus
August 2007

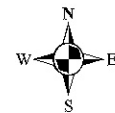


Change in Improvement Value

- Decrease In Improvement Value
- No Change
- 1% to 49% Increase
- 50% to 99% Increase
- 100% to 10x Increase
- Greater than 10x Increase
- Tax Exempt Parcels
- No Improvement Value 2 Years Ago

Planning Boundaries

- Regent Street South Campus Planning Area Boundary



0 300 600 Feet

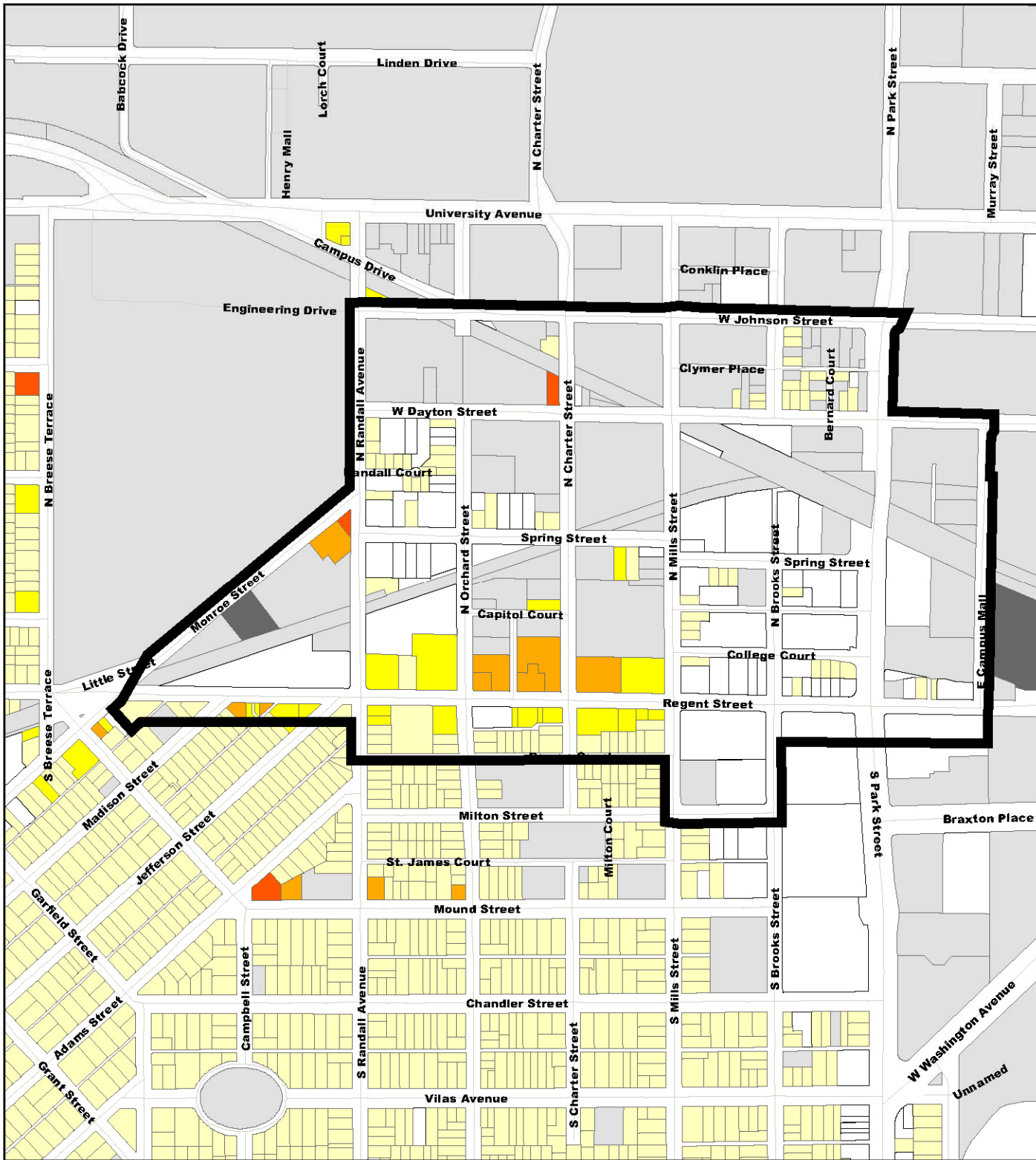
Data Source: City of Madison Assessor's Office



Regent Street
South Campus

Map 7.2 Two Year Percent Change in Land Value (2004 to 2006)

Regent Street South Campus
August 2007

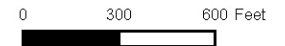
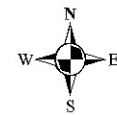


Change in Land Value

- Decrease In Land Value
- No Change
- 1% to 19% Increase
- 20% to 49% Increase
- 50% to 99% Increase
- 100% Increase or Greater
- Tax Exempt Parcels
- No Land Value 2 Years Ago

Planning Boundaries

- Regent Street South Campus Planning Area Boundary



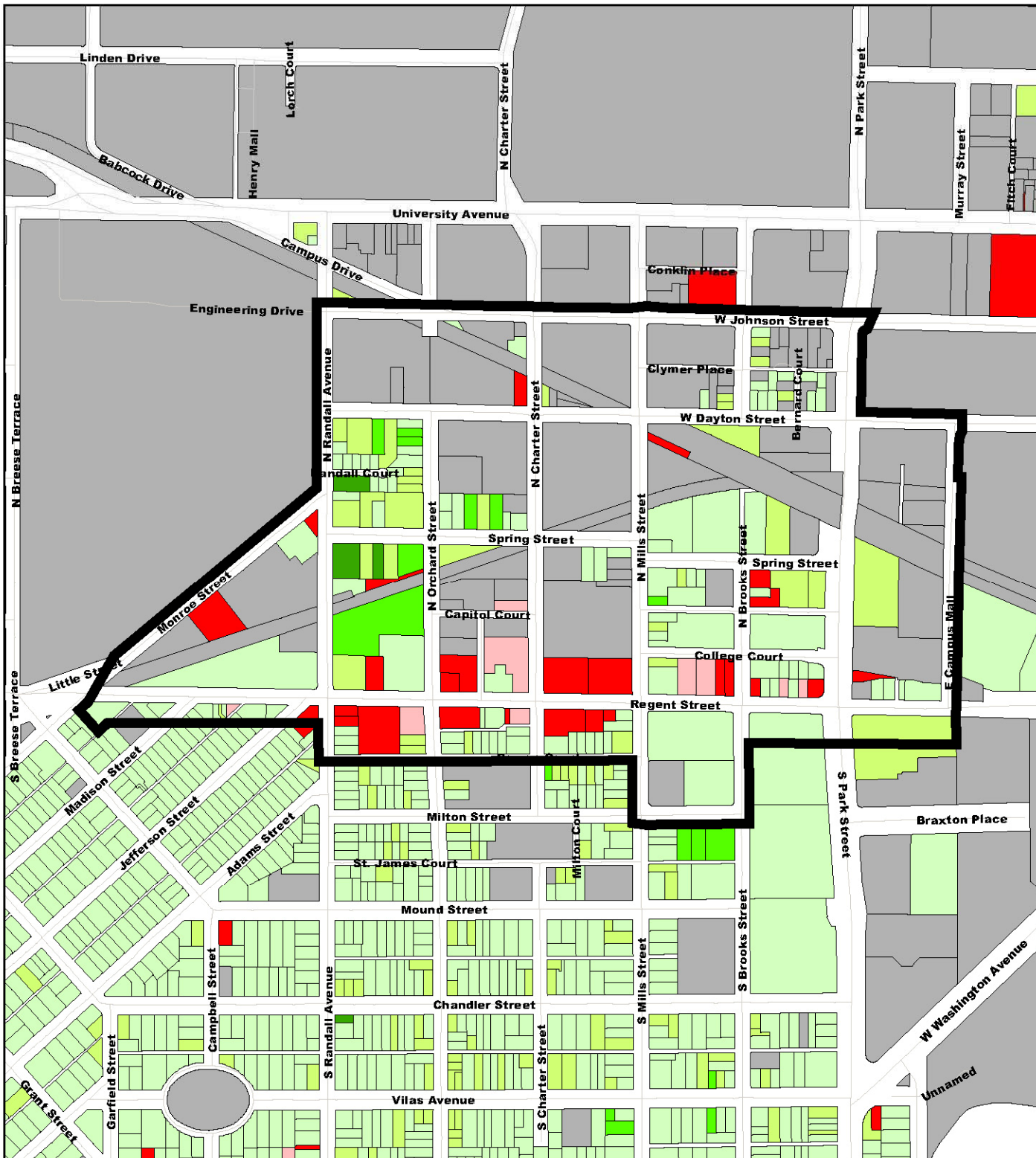
Data Source: City of Madison Assessor's Office



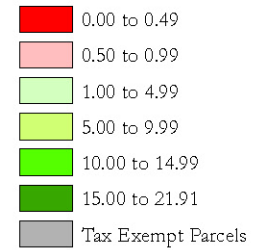
Regent Street
South Campus

Map 7.3 Improvement Value to Land Value Ratios (2006)

Regent Street
South Campus
August 2007



Improvement Value to Land Value Ratios



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

City of Madison

**R E C O M M E N D A T I O N S
S U M M A R Y**

Goal: Position the Regent Street Corridor as a unique shopping district connecting the Monroe Street and Park Street areas.

Recommendations:

- Find a balance between catering to the student population, providing retail options for the nearby single-family neighborhoods, and attracting commuters who pass through the area.
- Create a neighborhood-serving retail niche (which could include convenience retailers such as a grocery store or hardware store).
- Promote the use of infill sites to unify the district by creating more intensity and consistency of use.
- Create a built environment that promotes pedestrian activity and casual shopping. Refer to the Urban Design Section for specifics.
- Promote economic sustainability by encouraging locally-owned businesses in the Regent Street Corridor.

Goal: Develop a business environment that supports and maintains the viability of all businesses in the neighborhood.

Recommendations:

- Create a Regent Street business association (possibly in conjunction with the Monroe Street Merchants Association).
- Initiate business development programming

which could provide education and financial assistance to area businesses via a Regent Street business association.

- Consider the redevelopment of parcels with non-historic buildings that have land values which are higher than improvement values.



SECTION VIII:

Parks & Open Space

- ▶ Assessment of Existing Conditions
- ▶ Recommendations



■ Brittingham Park; Madison Parks Division.



Regent Street
South Campus

ASSESSMENT OF EXISTING PARKS & OPEN SPACE CONDITIONS

The Regent Street-South Campus planning area is provided beautiful scenery and open space by the neighboring lakes and the UW arboretum. However, the types of open space and park land that invite casual use for individuals and families, and also provide pockets of green amongst urban development, are limited in and around the neighborhood.

Within the planning area there are no officially designated parks or open spaces, and there is no open land that is maintained in way that would allow it to function as an informal greenspace. Because of this lack of space, the sidewalks, parking lots and courtyards of the various student housing complexes are used as gathering areas for numerous individuals.

Surrounding Greenspaces

Immediately adjacent to the planning area there are four semi-programmed open spaces that are used by the community at large. To the west of the planning area is the Camp Randall Stadium and Camp Randall Memorial Park the grounds of which include a larger greenspace abutting Randall Avenue. This area is often used for informal activities such as frisbee as well as formal club uses like martial arts training. Because the facilities draw from the entire student population this greenspace is used by a much larger audience than just the

neighborhood.

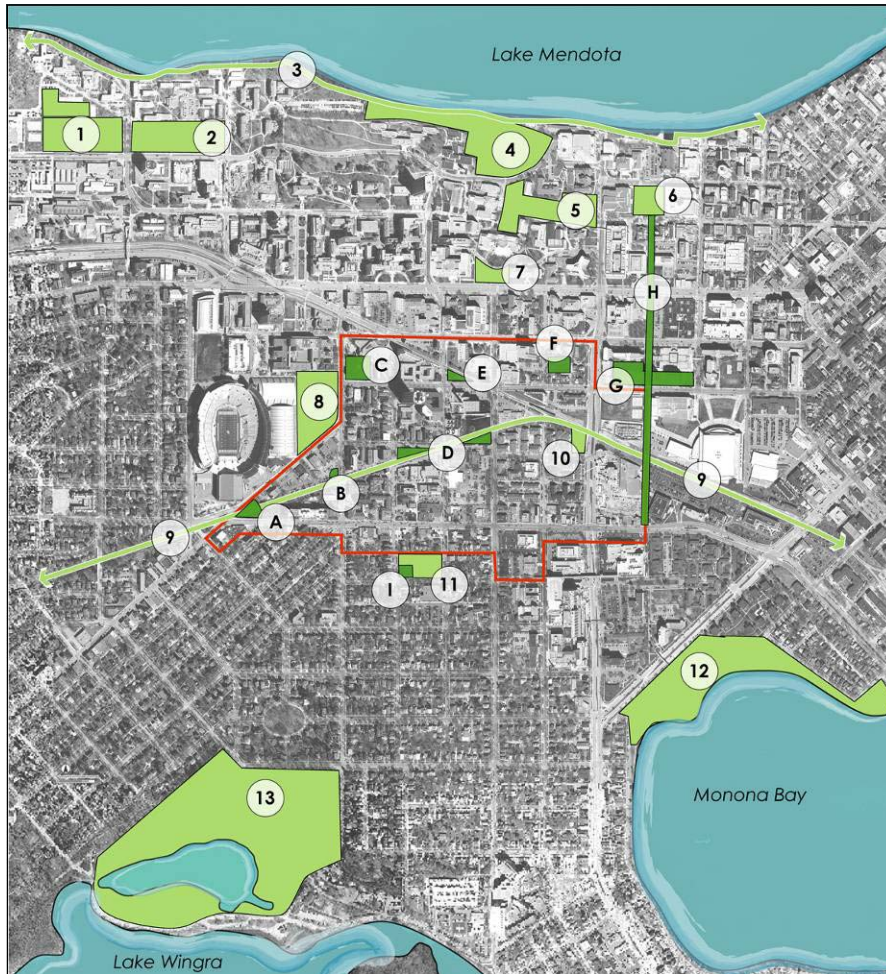
Kleif Park, located one block south of the planning area, between Bowen Court and Milton Street, is a small park that serves the needs of the neighborhood south of Regent Street. The park has facilities for children to enjoy as well as areas available for picnics or informal physical activities.

To the southeast of the planning area is Brittingham Park which sits along Monona Bay. This park is large enough to be used as a sports field (which it is for ultimate frisbee in the summer) as well as accommodate social gatherings. Anecdotal evidence would suggest that this park is heavily used by families and individuals from the South Park Street neighborhoods, but not much by the students that dominate the neighborhood.

The last piece of open space immediately adjacent to the planning area is the large front lawn of the Kohl Center. This space is generally used as passive open space by the students that live in the residence halls and the surrounding apartments. Directly across the street from the Kohl Center are volleyball courts next to Witte Hall. These are not considered neighborhood space because they are used exclusively by the residents of the residence halls.

Moving further from the planning area captures two more prominent park spaces. The first, Henry Vilas Park, is directly south of the planning area along Lake Wingra and adjacent to

Map 8.1: Existing & Future Parks & Open 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

the Henry Vilas Zoo. This park is heavily used by families that come to the zoo as well as families that live in the surrounding Vilas neighborhood. The second park space is located along Lake Wingra approximately one mile up Monroe from the planning area. The park, called Wingra Park, is also heavily used by families residing in the Monroe Street area.

Although not in the planning area, these spaces are accessible to residents of the planning area. The Southwest Path provides excellent connections east and west and planned improvements to north-south routes and improved crossing opportunities at Regent Street will enhance connections to the south.

RECOMMENDATIONS

Pocket parks should be placed in the area because it would be unrealistic to expect the City to be able to assemble enough property for a new neighborhood park in the area. The diversity of parcel ownership, political nature of parcel acquisition, large University presence, and high land costs are all barriers to any larger-scale parks.

- “Pocket parks” should be incorporated along the Southwest Path to help alleviate the lack of greenspace within the planning area, and provide recreation areas for the increased density of residents.
- Enhance pocket parks with placement of benches, picnic tables, and trash receptacles.

Parks & Open Space



■ Greenspace around a multi-modal in Minneapolis.



Regent Street
South Campus

- Include landscaped areas with native plants and rain gardens within pocket parks. Including these features would provide a place for pedestrians to sit and relax, and attract more activity to the Path creating a vibrant alternative transportation corridor.
- The University has already included some triangular pocket parks along the path in their Master Plan (areas marked “C” on the map on the previous page).
- Locate additional pocket park areas further to the west of the areas marked “C” mentioned above.
- Enhance the Southwest Path corridor by placing trees along the path to create an aesthetically-pleasing buffer between buildings and pedestrians, as well as shading. Also landscape the green space along the path to develop the character of the neighborhood. Use native vegetation wherever possible.
- Explore the opportunity to develop small retail offerings along the path creating a truly unique environment.

Although not considered parks or open spaces, it is envisioned that all streets within the planning area will continue to serve much of the outdoor gathering and socializing needs of local residents. As such, streetscaping, walkability, and amenities for local residents should be improved throughout. The streetscaping guidelines chapter has recommendations for the entire planning area as well as specific details for Orchard Street and Regent Street.

The University has plans for an additional outdoor gathering space as part of the Union South expansion. The space will be located on the northwest corner of the Dayton Street and Randall Avenue intersection and will be landscaped and used for events.

The University also intends to enhance and expand the East Campus Pedestrian Mall on the planning area’s eastern border. This outdoor space will encourage socializing and recreational opportunities as well as provide a transportation connection from Regent Street to the University.

RECOMMENDATIONS SUMMARY

Goal: *Provide greenspace and open space gathering locations throughout the planning area.*

Recommendations:

- Develop “pocket parks” throughout the neighborhood using small pieces of available land, including open space developed by the University in the implementation of the *Campus Master Plan*.
- Create a vibrant streetscape to promote outdoor use and gathering.
- Enhance the Southwest Path to become a green corridor or linear park.
- Enhance connections to surrounding recreation areas.

SECTION IX:

Environmental, Historic & Cultural Resources

- ▶ Area's Impact on Environmental Resources
- ▶ Identification of Existing and Potential Historic and Cultural Resources
- ▶ Recommendations

AREA'S IMPACT ON ENVIRONMENTAL RESOURCES

The planning area's primary impact on local environmental resources is through the runoff and infiltration of stormwater. Because the entirety of the neighborhood is within the Lake Monona watershed, and only a short distance from the Lake itself, stormwater runoff is an important issue. Generally stormwater management is a fairly straight forward practice of insuring proper water retention and infiltration sites. However, in the neighborhood this practice is complicated by the presence of brownfield sites and a Madison drinking water well.

Located on Randall Avenue immediately behind the Regent Apartments is one of the City of Madison's numerous water wells which serve to provide tap water to residents. Also located throughout the neighborhood are brownfield sites with varying levels of soil contamination. Therefore, by increasing infiltration in order to address runoff issues, there is a risk the infiltrating water could carry contaminants into the local well. To address this issue, the City of Madison is identifying well head protection zones across the city. Once this zone is delineated and mapped, future development should correspond to the City's requirements within the protection zone. The map of the neighborhood well head protection zone should also be added to this document.

In addition to stormwater, air quality is always an issue in urban areas, particularly in corridors that see heavy traffic uses like Regent Street. The suggestion of incorporating street trees into the area's redevelopment will not only add aesthetic qualities, but the trees will aid in providing some relief from the exhaust of vehicles traveling through the area.

IDENTIFICATION OF EXISTING & POTENTIAL HISTORIC & CULTURAL RESOURCES

Much of the planning area was once part of the historic Greenbush Neighborhood. The neighborhood was settled in the early 20th century by immigrants from numerous cultural backgrounds, especially Italians, Jews, and African-Americans. Many of these groups felt unwelcomed in other areas of the city. The Greenbush became a tightly-knit neighborhood and was said to be Madison's most diverse. Although much has changed, several historic structures and cultural institution still exists from the original Greenbush Neighborhood.

A review of historic and cultural resources within the planning area was conducted, and properties were identified as either designated or potential landmarks. In addition, buildings were identified that have interesting histories within the community, but may not be eligible for landmark status. The properties and institutions identified below correspond to Map 9.1 of historic and cultural resources on page 9-7.



Environmental, Historic & Cultural Resources

1. 802 Regent Street

Ben DiSalvo and Sons Grocery Store, 1923



One of the very few buildings remaining in the historic Greenbush neighborhood connected with the Italian residents who were probably the most prominent ethnic group to inhabit old Greenbush. It was identified by the Downtown Historic Preservation Plan as a potential landmark.

2. 906 Regent Street

Jimmie's Restaurant, 1941

Stark, Sheldon and Schneider (Architects)



This is better known by its more recent name, Josie's. A one-story stone commercial building in the rare Egyptian style (Egyptian art and architecture were of great interest in the 1920s through the 1940s). It is one of the few commercial buildings remaining from the Italian sector of the old Greenbush neighborhood. A recent fire may have compromised its renovation potential.



3. 914 Regent Street

Italian Workmen's Club, 1922/1936



The Italian Workmen's club is a designated Madison Landmark. The Club was constructed by volunteer labor in 1922, with a major renovation in 1936. John Icke, local contractor and benefactor of the Italian community, assisted in the construction. The Club was founded in 1912 as a mutual benefit society for Madison's Italian families. The Club, still thriving, provided health and life benefits to its members, along with social activities such as the annual "Festa Italia."

4. 1441 Regent Street

M.J. Nilles Store Building, 1937



This building is a small one-story commercial building that was most likely constructed by the Trachte company, which is a long time local metal building company. The company no longer produces commercial structures.



5. 1440 Monroe Street

University of Wisconsin Field House and
Camp Randall Stadium



Field House

The Field House is one of the many sports facilities on UW's campus. The structure was designed by well known Wisconsin architect Arthur Peabody and was opened in December of 1930. The building is currently home to the Wisconsin volleyball and wrestling team. The Field House was put on the National Register of Historic Places in 1998.

Camp Randall (Stadium and Memorial Park)

Camp Randall is one of the most recognizable structures in the City of Madison. Dating back to the civil war era, the land was used for training and military activity. In 1913 a 10,000 seat stadium was built which has undergone numerous renovations making it one of the premier college sports facilities in the nation.

6. 1327 W. Dayton Street

Fire Station #4, 1904-1905
Lew F. Porter, Architect



Fire Station #4 is a designated Madison Landmark. Design by local architect, Lew F. Porter, Fire Station #4 is one of the oldest fire stations remaining in Madison. The tiny windows on the east façade originally lit horse stalls. The rapid expansion of University Heights, Wingra Park and other near west-side neighborhoods at the turn-of-the-century necessitated the construction of the fire house, which was the first built outside of the central city. In 1983, the Fire Department moved out, and in 1984 the building was sensitively rehabilitated into six townhouse apartments.



7. 2 S. Mills Street

Isador and Fannie Borsuk Grocery Store;
Currently Hong Kong Cafe
1922-1923



The two-story red brick commercial building has an interesting history as a Jewish grocery store. It is one of the very few buildings remaining that are associated with the Jewish community which lived in the historic Greenbush neighborhood.
(also see text note under no. 8)

8. 1421 Regent Street

Currently Lucky's Bar and Grill



Hong Kong Café, (#7), Lucky's (#8) and Indie Coffee (#9) are the main remaining examples of the historic red brick buildings that used to populate the Regent Street corridor. As the area moves forward, these structures represent design cues that are appropriate for future development.



Environmental, Historic & Cultural Resources

9. 1225 Regent Street
Currently Indie Coffee



(see text note under no. 8)

10. 1206 Regent Street
Currently the Annex



The Annex represents a unique architectural style within the planning area. Of particular note is the interesting brick work and use of terrazzo tile. Unfortunately the façade is currently obscured by large blue awnings.

11. 822 Regent Street
Fraboni's Italian Specialties



The Fraboni's business has become a neighborhood institution, and its services create a niche that is not present in most other Madison communities.

12. 29 South Mills Street
Neighborhood House Community Center

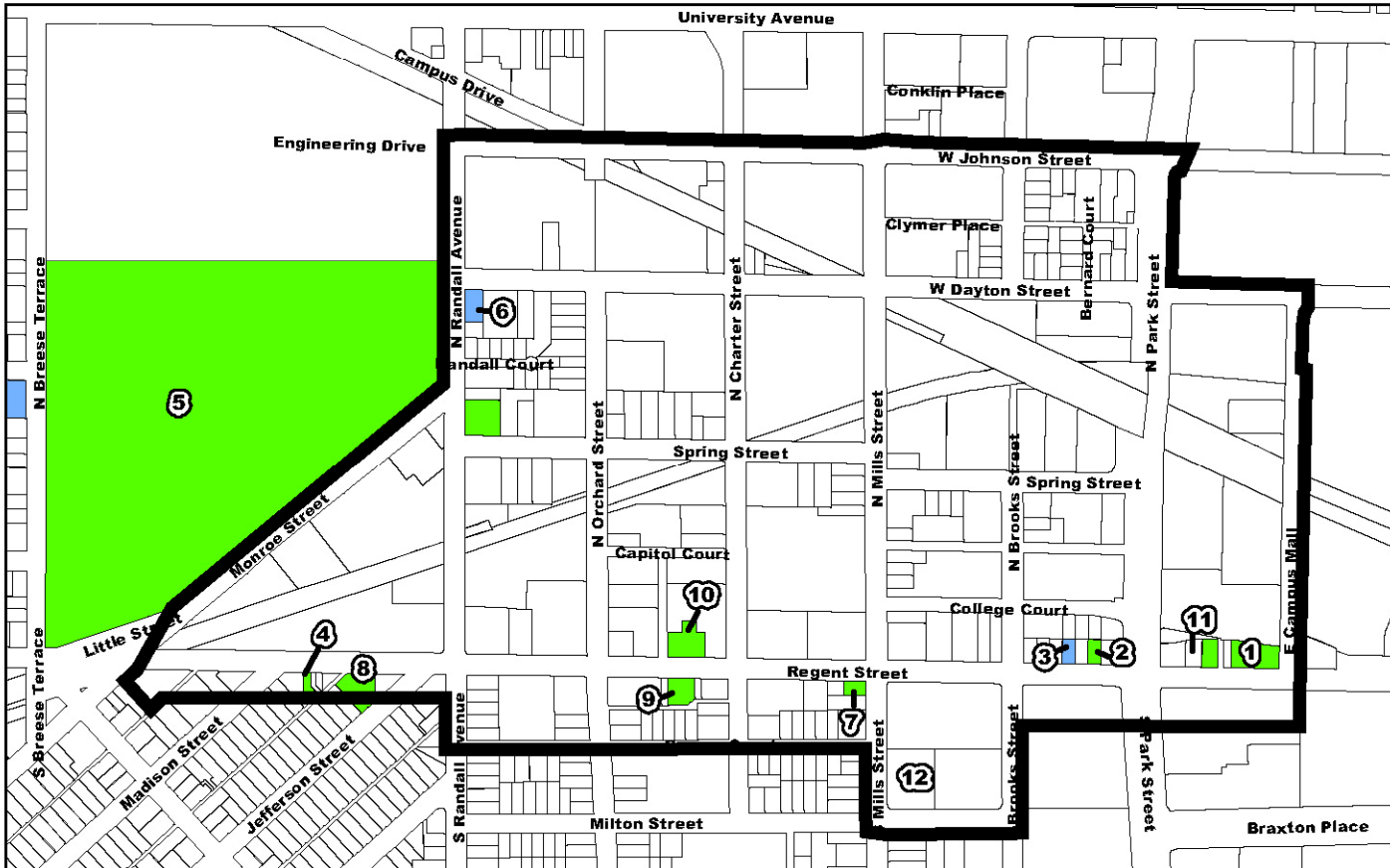


The Neighborhood House is an important cultural resource for the neighborhood. The community center's role is discussed further in the next chapter.



Map 9.1 Historic and Cultural Resources

Regent Street
South Campus
August 2007

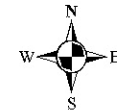


Parcels with Historic Designations

- Designated Landmark
- Other Historically Significant Buildings
- # Number Refers to Text Listing of Significant Historic Structures (See text for description)

Planning Boundaries

- Regent Street South Campus Planning Area Boundary



0 300 600 Feet

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



**ENVIRONMENTAL
RESOURCES
RECOMMENDATIONS**

Goal: *Protect the Lake Monona watershed while being aware of the need to follow future well head protection guidelines*

Recommendations:

- Work with developers to create strong stormwater management techniques where appropriate.
- Require green roofs and other stormwater management measures in new development.
- Upon mapping of the well head protection zone for the well located on N. Randall Avenue at the Southwest Path, implement the appropriate guidelines.

**HISTORIC & CULTURAL
RESOURCES
RECOMMENDATIONS**

Goal: *Encourage retention of cultural and historic sites within the neighborhood.*

Recommendations:

- Seek landmark designation for eligible sites within the planning area.
- Work with developers to help incorporate historic elements in new development, such as the use of red brick that was prevalent in older buildings in this neighborhood.
- Encourage owners of historic properties to invest in the aesthetic quality of their structures. A variety of funding opportunities and tax incentives are available through state and national historic preservation offices.



SECTION X:

Community Facilities & Infrastructure

- ▶ Existing Community Facilities
- ▶ Municipal Infrastructure
- ▶ Recommendations



■ The Neighborhood House Community Center.
Picture from <http://userpages.itis.com/thehouse/>



Regent Street
South Campus

EXISTING COMMUNITY FACILITIES

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

Fire and Emergency Medical

Fire protection and emergency medical service is provided to the neighborhood by Fire Station #4. Station #4 is located at 1437 Monroe Street and is designated as one of eight Madison engine company stations.

Police Services

In addition to the Madison Police Department, the UW Police Department serves much of the planning area. Within the neighborhood is the UW Police Department's primary facility. The UWPD is comprised of deputized law enforcement officers that provide complete police protection and emergency response services to the UW area, buildings, and health service locations.

Public Libraries

The nearest public library is the Monroe Street branch located at 1705 Monroe Street. There are also numerous campus libraries around the neighborhood, although many require patrons to

be UW students.

Medical and Health Facilities

One of the most prominent structures in the neighborhood is the Meriter Hospital complex at the corner to Park Street and Regent Street. This complex, in conjunction with UW Health centers, provides emergency medical, surgical, critical care and clinical facilities.

Child Care and Preschool

Located within the neighborhood on Dayton Street is Bernie's Place child care which offers a wide variety of child care services. Located just south of the neighborhood in the Villas area is Play Haven which offers child care and preschool school services.

Neighborhood and Community Facilities

The Neighborhood House Community Center is located at 29 South Mills Street. The Neighborhood House has been in the area since 1916 and has historically offered social and learning services. It continues this tradition today by offering drop-in, after school, and evening youth programs that include cooking, crafts, team sports and a full summer day camp. It also provides senior programs such as monthly potlucks and oral history. In addition, adults in the community can use the facilities for volleyball, basketball, yoga classes or a variety of different seminars and workshops. The center also offers a food pantry and provides meeting space for community events.⁵

5: from <http://userpages.itis.com/thehouse/>

Community Facilities and Infrastructure



- Bayview International Center for Education and the Arts.

Picture from www.bayviewfoundation.org

Just to the east of the neighborhood (within the triangle formed by S. Park Street, Regent Street and W. Washington Avenue) is the Bayview International Center for Education and the Arts. This facility focuses on developing the family by promoting the numerous cultures present in the ethnically diverse “Triangle” neighborhood.

MUNICIPAL INFRASTRUCTURE

A major component of the built and aesthetic environment is the municipal infrastructure that provides circulation and utilities. Within the planning area almost all components of the infrastructure are in poor condition and in need of reconstruction.

The most obvious infrastructure shortcomings within the planning area are the street rights-of-way, including the sidewalks. Many of them are rough, cracked and do not provide safe pedestrian travel. As a result, some aspects of the area are deficient in meeting City standards. There is future scheduled reconstruction of some important streets within the planning area, such as the Monroe Street intersection at Regent Street; Randall Avenue north of Regent Street; and Orchard Street from Regent Street to Dayton Street, but the primary corridor, Regent Street, is not forecasted to undergo updating within the next five years.

The lack of planned reconstruction not only negatively affects the aesthetic environment and

the walkability of the neighborhood, it impedes potential investment. Often private developers are hesitant to invest in an area that has deficient infrastructure because of the costs they must incur updating their property’s connections and meeting necessary standards. This means without municipal initiated or backed infrastructure improvements along Regent Street, developers may be hesitant to undertake projects in the neighborhood.

In addition to street reconstruction, other infrastructure issues exist within the planning area that affect both safety and aesthetics. The intersections of the Southwest Path and the street rights-of-way present potential hazards and currently do little to ensure pedestrian and biker safety. The Path can be particularly unsafe at the Randall Avenue crossing which is at times shielded by vegetation, and the Charter Street crossing that intersects with an active and un-signalized railroad spur (serving the Charter Street Heating and Cooling Plant). Both of these crossings need infrastructure improvements in order to create a situation that is inviting for alternative modes of transportation.

Another safety issue caused by infrastructure problems is the risk of flooding within the planning area. Although it appears to be a rare event, sections of the neighborhood experienced large scale flooding in 2006. In order to prevent future danger and property damage any potential deficiencies in the stormwater system should be corrected.



Regent Street
South Campus

The final infrastructure update impacts the quality of the aesthetic environment as well as the ability to increase building height. Throughout the planning area there are sections of street that are lined by above-ground utility wires. The visual site of the wires and old wire poles detracts from the attempts to create a more unified, pedestrian friendly, and interesting streetscape.

In order to address these infrastructure issues some party will be required to finance public works projects. A further discussion on financing occurs in the Action Plan in Section XI.

**R E C O M M E N D A T I O N S
S U M M A R Y**

Because of the importance of community facilities and infrastructure, it is important neighborhoods work with the City to ensure these resources are maintained.

***Goal:** Ensure that the current neighborhood infrastructure is in good condition.*

Recommendations:

- Require that the necessary infrastructure upgrades associated with new development are implemented with those projects.
- Work with the City to identify needs and create a budget for capital improvements to the primary corridors within the neighborhood.

- Work with the City and local utilities to underground utility lines with the next reconstruction of Regent Street (as was done with the recent East Washington Avenue reconstruction), or sooner if opportunities arise.
- Explore low or no-interest loans to businesses to offset any potential costs to business owners for building modifications necessary to connect to the utilities once placed underground.



SECTION XI:

Action Plan

IMPLEMENTATION STEPS

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

- 1) *Adopt the Regent Street South Campus Neighborhood Plan.*
- 2) *Work with the City of Madison to determine and implement funding strategies for future parking needs.*
 - Move to metered parking along the Regent Street Corridor.
 - Continue discussions with the University to discuss the potential of a joint parking structure.
 - Examine the other potential strategies for funding a parking structure laid out in this plan.
- 3) *Finalize design recommendations and submit capital budget requests for needed infrastructure improvements concurrent with plan recommendations for:*
 - Regent Street reconstruction
 - Orchard Street reconstruction
 - Southwest Path improvements
- 4) *Work with the City of Madison and UW-Madison to identify and purchase parcel remnants for the creation of pocket parks concurrent with this plan.*

- 5) *Explore the use of a Tax Incremental Financing District to help generate funding for the improvement projects mentioned in this plan.*
- 6) *Create an Urban Design District overlay for the neighborhood to assist in carrying out this plan's recommendations.*
- 7) *Work closely with all potential private developers to ensure the aims of this plan are carried out.*



Appendix I:

Review of Existing Plans

- ▶ South Campus Neighborhood Report, 1982
- ▶ Brittingham—Vilas Neighborhood Plan, 1989
- ▶ UW—Madison Campus Master Plan, 2005
- ▶ City of Madison Comprehensive Plan, 2006
- ▶ Monroe Street Commercial District Plan, 2006

A number of plans that impact the Regent Street South Campus planning area were reviewed prior to developing recommendations for the Neighborhood Plan:

1982 South Campus Neighborhood Report (SCNR)

This Plan was developed jointly between the City and the UW, and covers area delineated by Breese Terrace on the west, University Avenue on the north, Park Street on the east, and Regent Street on the south. It gives a historic, demographic, and land use overview of the South Campus area (mapped boundaries are Breese Terrace on the west, University Avenue on the north, Park Street on the east, and Regent Street on the south), outlines UW property acquisition in the area, and makes a series of recommendations concerning housing, transportation, open space, and public works.

1989 Brittingham-Vilas Neighborhood Plan (BVNP)

This plan was developed by the City of Madison's Department of Planning and Development, in conjunction with a neighborhood steering committee. The BVNP area is bounded (clockwise from the south) by Lake Wingra, Edgewood College, Monroe Street, Regent Street, Proudfit Street, Monona Bay, and Haywood Drive. The Plan outlines a series of goals and objectives for the neighborhood and makes recommendations in the areas of neighborhood cohesiveness, community service, land use and zoning, housing, commercial

areas, transportation, and aesthetics and open space. It also provides a neighborhood description, history, a profile of the neighborhood today, and a list of the five most important issues the steering committee identified.

2005 University of Wisconsin – Madison Campus Master Plan (CMP)

The complete text of the Campus Master Plan is not yet available. However, the 2005 Executive Summary was reviewed, and the Plan was discussed with Gary Brown, the UW's Director of Campus Planning and Landscape Architecture (information received from this interview is still designated "CMP"). The Plan outlines principles that guided the process, discusses sub-areas of campus, and reviews goals. It summarizes initiatives and investments in buildings, open space, transportation, and utilities. Review of the CMP concentrated on its direct relationship with the planning area. The Campus Master Plan has not been officially endorsed or adopted by the City of Madison.

2006 City of Madison Comprehensive Plan (COMP)

The City adopted its state-required Comprehensive Plan in January of 2006. The plan deals with the entire City of Madison, and contains an inventory of existing conditions in one volume, and goals, objectives, and policies for implementation in a second volume. Each volume is separated into chapters on Land Use, Transportation, Housing, Economic Development,



Natural & Agricultural Resources, Parks & Open Space, Historic & Cultural Resources, Community Facilities, Utilities, and Intergovernmental Cooperation. Because the City's Comprehensive Plan is so detailed and contains some goals/objectives that overlap, only certain points are summarized in this appendix. Points that affect the area were concentrated on for this review.

2006 Monroe Street Commercial District Plan (MSCDP)

The plan was created to guide the City and the neighborhood associations in the planning area in attracting and retaining businesses in commercial areas, to provide criteria to assist in evaluating future redevelopment proposals, provide existing and prospective landowners with information on what land uses are needed/can be supported by the market/ community, and provide guidance on the community's expectations as they relate to development standards. Review of this Plan concentrated on specific recommendations for the Monroe/Regent retail node at the intersection of those two streets.

Points from each plan have been separated into categories that are based upon the chapters that are found in the City of Madison Comprehensive Plan. Other than the South Campus Neighborhood Report, the plans above covered a much wider area than the South Campus area; those plans were reviewed with a concentration on goals/policies/plans for the South Campus area.

LAND USE & URBAN DESIGN

- The highest land use for the area bounded by the University (not including any UW parking facilities), at 45 percent of the total land area (SCNR).
- The South Campus' main problems were incompatible land uses, underutilized land, blighting conditions produced by dilapidated buildings, unsightly open storage and poorly graded rail corridor areas (SCNR).
- Goal: retain existing neighborhood zoning classifications and districts at current density levels (BVNP).
- Commercial District Design Guidelines should be developed for the Regent Street and Monroe Street business districts (BVNP).
- The neighborhood encourages development and redevelopment of properties in the South Campus and West Rail Corridor areas as housing in the hopes of alleviating pressures on the neighborhood; public programs, such as the City's homeowner's assistance program, that promote homeownership are highly supported (BVNP).
- A number of new buildings are proposed in and around the planning area. The Institutes for Discovery is proposed just north of Johnson Street, a new Union South is proposed to replace the current union at the same location, and new buildings (or



Review of Existing Plans

additions to current buildings) are proposed for each UW-owned block in the planning area (CMP). See Projects Map, page i-12.

- A five to six story Primate Center will be built south of Spring Street (CMP).
- Current UW plans for building heights in the planning area:
 - * University south to Dayton, eight to twelve stories.
 - * South of Dayton, less than six stories.
 - * Close to Regent Street, four to six stories.
- The Regent/Monroe intersection offers an opportunity for improvement given the elimination of the railroad, the stadium project, and the possibility of a development at the corner of Monroe and Regent, where Urban Pizza is currently located (MSCDP).
- Any new developments should feature materials that are compatible with the existing context, in terms of materials used in existing buildings (MSCDP).
- Mixed-use development should be considered in any commercial district redevelopment proposals; opportunities to create such development should be pursued while addressing concerns regarding height, scale, and massing. A variety of housing, including affordable units and elderly housing, should be included in mixed-use projects (MSCDP).
- There are no “absolutes” – redevelopment projects should be considered on a case-by-case basis, but generally no building should be more than four stories (MSCDP).
- Redevelopment at the Monroe-Regent node is seen as primarily mixed-use with retail on the ground floor and residential above, though office is encouraged at the east end of the node (MSCDP).
- Crazy Legs Drive should be closed, and a pedestrian plaza created. There is the potential for angled parking along the Breese Terrace part of the plaza. The Metro bus stop and shelter should be maintained (MSCDP).
- Mixed-use redevelopment is encouraged at the Monroe/Regent intersection, select sites along Monroe Street to the southwest of the intersection, and the parcels on the west of Breese between Monroe and Regent (currently a rug store and restaurant in a former service station). Properties should be redeveloped to create a feeling of entry into the Monroe Street business district, with enhanced streetscaping and pedestrian amenities (MSCDP).
- Identify potential infill and urban redevelopment locations in the Comprehensive Plan, neighborhood plans for established neighborhoods and through special planning studies of specific areas (COMP).



- Encourage the creation of compact, mixed-use development projects that include a variety of land uses in close proximity to each other (COMP).
- Identify and recommend development and design standards for employment and commercial districts that would create an environment and streetscape that encourages and facilitates walking, bicycle and transit use both within and to the district, while also providing safe and convenient access and circulation for motor vehicles (COMP).
- Identify locations for future commuter rail stops and stations and plan for Transit-Oriented Development near them (COMP).
- Use the following principles of redevelopment to guide all infill, redevelopment and adaptive reuse projects within the older neighborhoods and districts of the City:
 - * Maintain an easily walkable neighborhood size (approximately one-quarter mile from neighborhood center to edge).
 - * Maintain or seek to create clearly defined neighborhood centers, edges and gateways.
 - * Redevelopment scale and density should be appropriate to redevelopment objectives defined in the applicable City plans and reasonably compatible with established neighborhood character – including the evolving character in areas with substantial redevelopment.
 - * Maintain or improve an interconnected grid-like street pattern with relatively narrow local streets. Maintain or provide on-street parking to the extent feasible.
 - * Provide a diversity of housing types, sizes, tenure and costs.
 - * Maintain, enhance or seek to create a strategic mix of non-residential uses appropriate to the location and potential market so that at least some neighborhood-supporting goods and services are conveniently available to residents.
 - * Provide adequate parks and community gathering places.
 - * Protect and enhance defining neighborhood views.
 - * Preserve and enhance established neighborhood character and design (COMP).
- In established neighborhoods identified in the Comprehensive Plan as recommended locations for near-term or longer-term transition to different or more-intensive land uses, prepare and adopt a detailed neighborhood plan that clearly defines the locations where redevelopment, changes in use and/or increased density are recommended, the areas where no significant changes in use or intensity are recommended, and the essential character, scale and design elements that are critical to ensuring that new development is compatible with existing development (COMP).



- Support the retention of neighborhood-based businesses and employers and public uses as centers of neighborhoods (COMP).
- Provide for growth and expansion of major community institutions such as colleges and universities; schools, medical facilities; governmental, civic and cultural facilities, and similar uses while protecting the character and integrity of adjacent neighborhoods (COMP).
- General locations where a transition into a denser neighborhood or district is appropriate should be identified in the Comprehensive Plan and in detailed neighborhood development plans and other special area plans (COMP).
- Include mandatory urban design, architecture and landscaping standards, principles and guidelines in all detailed neighborhood development plans and other sub-area or special area plans (COMP).
- Identify through detailed planning activities logical permanent edges between the university/college campuses and adjacent residential neighborhoods and commercial and mixed-use districts (COMP).
- Outside the “core” University of Wisconsin-Madison campus area defined by University Avenue and Park Street, encourage interlacing of university and non-university uses and structures so that many of the non-educational needs of university students, faculty and staff,

and visitors can be provided at locations convenient to the campus, and community access to university resources and activities is encouraged (COMP).

- The Comprehensive Plan shows property along Regent Street and directly across from Camp Randall designated as “Neighborhood Mixed-Use”; some blocks north of Regent Street are designated as “Medium-Density Residential” (16-40 units/acre), while most other land north of Regent is designated as “Campus”; the Regent apartments are designated as “High-Density Residential” (41-60 units/acre); the area along Park Street south of its intersection with Regent Street is designated “Employment”; areas south of the Regent Street mixed-use district are designated as “Low-Density Residential” (0-15 units/acre). See the Comprehensive Plan for further details on these districts (COMP).

TRANSPORTATION

- Parking was the #1 issue in a 1979 resident survey. Too much street parking was taken up by non-residents who either work at or attend the University or work at an area business. Implementation of two-hour zones and resident parking permits had a marginal impact on the problem (SCNR).
- The area lacks adequate parking, bikeway and open space facilities. The #2 transportation issue in a 1979 resident survey was the need for improved bikeways (SCNR).



Review of Existing Plans

- Barrier-free ramps should be installed at key locations (BVNP).
- Improve the synchronization of traffic lights to improve the ease/safety of pedestrians crossing Regent, Monroe, and Park Streets (BVNP).
- Increased traffic from redevelopment and hospital expansions is a major concern, especially as it affects use of side streets to avoid bottlenecks on Regent and Park streets (BVNP).
- Maintain parking capacity, but conserve land used for parking by utilizing parking structures and parking under new buildings (CMP).
- Provide more pedestrian areas, bike lanes, connected paths and bicycle commuter facilities. This includes bike lanes on Randall Avenue, extension of the Southwest Commuter Trail along rail right-of-way northwest to University Avenue, and a bike station at a new Union South (CMP).
- Implement the planned Lake Mendota-to-Regent Street Pedestrian Mall (CMP).
- Capital Court (between Orchard Street and Charter Street) should be vacated (CMP).
- Johnson Street from Randall Avenue to Campus Drive should be vacated and replaced with a new Union South facility (CMP).
- Underground parking should be developed as part of the new Union South (CMP).
- Lot 51 should be replaced with a ramp (CMP).
- Plans for a pedestrian overpass/skywalk from a new Union South to the Institutes for Discovery are not final (CMP).
- The Monroe/Regent intersection should be redesigned to accommodate all modes of transportation, including bicycles and pedestrians (MSCDP).
- To the extent possible, the Regent/Monroe intersection should be lowered to avoid the hills leading up to it from the 1400 block of Monroe Street and the 1500 block of Regent Street (MSCDP).
- Locate small municipal parking lots in business districts, or include public parking in mixed-use structures, with reasonable signage to direct people to parking under the buildings (MSCDP).
- Provide and improve transportation infrastructure – such as roadways, sidewalks, etc – in coordination with redevelopment projects and new development, in a manner that fosters compact urban development patterns in accordance with the Land Use chapter.
 - * Encourage the development of mixed-use activity centers throughout the City that are supportive of alternative transportation modes.



- * Encourage mixture of land uses in areas that helps foster a transportation environment that allows numerous transportation modes to interact effectively.
 - * Concentrate infill and redevelopment projects along transit corridors and other appropriate redevelopment areas, in order to allow for more efficient and effective provision of transit services.
 - * Encourage redevelopment to occur in a manner that is integrated with various components of the transportation system (COMP).
- Consider retrofitting streets with excess capacity to provide improved pedestrian and bicycle access and connections. Where feasible, consider the conversion of two-way streets to one-way streets and the use of two-way left turn lanes (COMP).
 - Design neighborhood streets in a manner that accommodates all modes of transportation – including automobile, public transit, bicycle, and pedestrian travel – and limit the impacts of motor vehicle traffic on neighborhoods.
 - * Consider traffic-calming improvements and strategies for use on local streets that will encourage pedestrian travel, bicycle travel and the use of public transit. Traffic-calming strategies should be utilized in places where excessive speeding is a problem and emergency vehicle traffic and public transit services will not be negatively affected (COMP).
- Improve pedestrian connections among land uses in the City to create a continuous and seamless pedestrian system, and to enhance the walkability and pedestrian environment of the City.
 - * Work closely with the University of Wisconsin and neighborhood associations to identify priorities and implement enhancements in the UW campus area and in City neighborhoods.
 - * To enhance pedestrian comfort and create a more pedestrian-oriented environment, encourage a mix of land uses and densities, high quality design of the built environment, and pedestrian-scale streetscapes.
 - * Improve and enhance the pedestrian connections between buildings within development areas, utilizing pedestrian amenities such as trees, planters, street furniture, awnings, building windows, etc.
 - * Identify existing and potential barriers to pedestrian mobility and prioritize locations where improvements are most needed (COMP).
 - Provide for a continuous and interconnected bicycle route and trail network that is viable, convenient, and safe, and a system that will encourage both commuter and recreational bicycling.
 - * Ensure that bicycle facilities are adequately planned for as part of Madison’s detailed neighborhood development planning processes. Ensure that these planned bicycle facilities provide for good



connectivity within and between neighborhoods.

- * Ensure that bicycle parking facilities within the public right-of-way, within public parking facilities, and on development sites are located in appropriate locations (such as near building entrances), are appropriately designed and size, are located in prominent and convenient public areas and are well-maintained (COMP).
- Provide for the construction and maintenance of parking facilities as part of an integrated strategy for urban development and redevelopment. Consider the desired density of land uses, the need for parking facilities to provide safe and convenient bicycle parking, the availability and desirability of on-street parking, the special parking needs of persons with disabilities, and the impacts on the pedestrian environment in future parking planning, management, and parking facility design activities.
 - * Promote shared parking agreements for compatible uses (e.g. office parking with high demand during the weekdays and entertainment uses with high demand during evenings and weekends), in order to make more efficient use of parking facilities.
 - * On-street parking in residential areas near employment and commercial sites should strike a balance between providing resident parking and providing overflow

commercial and employee parking (COMP).

HOUSING

- The City's 1981 Land Use Plan designates most residential areas in South Campus for 16-25 units per acre, which was reflected in the R-5 zoning at the time (SCNR).
- "In the future, the University will consider making available to the City and/or its agencies properties in the South Campus Area in ways which will facilitate the development of new housing at affordable cost to the occupants," (SCNR).
- Apartments and lodging units in the South Campus Area were among the most expensive housing in the City (SCNR).
- Of the 6 areas designated for infill housing in the SCNR, 4 have been redeveloped. The two remaining areas designated for infill housing are:
 - * The triangular piece of land bounded by Monroe Street, North Randall Avenue, and the railroad tracks (minus the fire station parcel). This area was designated for high-rise (eight-story) residential development.
 - * The UW's fleet and service garage, parking lot 50, and most of parking lot 51 (the parcel north of McDonald's). This area was designated for to to three story walk-up residential development.



Review of Existing Plans

- The Plan recognizes the relocation of some UW operations would be necessary for the above to occur, and also recognizes the substantial number of surface parking spaces that would be lost.
- Encourage more owner-occupancy and non-transient housing (BVNP).
- Provide a variety of housing choices to attract a diverse population to the neighborhood by provide affordable housing opportunities (BVNP).
- Ordinance pertaining to unrelated individuals living in owner- and renter-occupied dwelling units in the R-2, R-3 and R-4A zoning districts should be enforced (BVNP).
- The City should continue to support the use of programs and low-interest loans for homeowners and landlords to upgrade/rehabilitate properties (BVNP).
- Housing and property maintenance was the most important issue identified, followed by Transportation & Land Use, Commercial Revitalization, Neighborhood Facilities, and Community Involvement & Image (BVNP).
- In 1989 about 30 percent of the planning area was owner-occupied and 70 percent was renter-occupied (BVNP).
- Encourage the design of neighborhoods and housing to promote a variety of lifestyle choices, while still contributing to livable and sustainable environments, which are comfortable and safe for a variety of household types (COMP).
- The City shall continue to protect the character and scale of existing residential areas and carefully plan new ones so that large, non-residential uses such as parking lots, highways or institutional growth, minimize negative impacts on residential properties and of residential neighborhoods.
- Identify and preserve dwellings and buildings of distinctive character that add to the City's identity or embody the heritage of particular areas, eras, or sectors (COMP).
- In established neighborhoods that are or are expected to be characterized predominantly by multi-family housing types, maintain opportunities for larger families by providing some larger apartments as well as smaller units in projects, and encourage both condominium as well as rental housing to provide tenure choices (COMP).
- Increase the amount of housing in the downtown/campus area and provide a variety of housing choices for different household types, sizes, and incomes, including families and lower/middle-income households (COMP).



- Develop and implement strategies to encourage owner-occupied or long-term rental/lease residential properties in established neighborhoods (COMP).
- Locate a large proportion of housing for University students within walking distance of campus (COMP).
- Help to maintain the quality and stability of existing residential neighborhoods near university/college campuses by discouraging the conversion of owner-occupied homes to student rental housing (COMP).

ECONOMIC DEVELOPMENT

- Beautification and revitalization of Park Street, Regent Street, and Monroe Street Commercial districts should be encouraged. Their visual appearance should be enhanced, and a well-balanced mix of businesses should be promoted (BVNP).
- A market study should be conducted for the Park Street and Regent Street business districts to identify business development needs and opportunities and to determine the potential for redevelopment of select vacant and underutilized properties (BVNP).
- A “foreseeable problem” in the Regent Street business district is the need for all four travel lanes for traffic, which would eliminate on-street parking for businesses. Most businesses do not have off-street parking, and would be

hurt by such a move (BVNP).

- The MSCDP contains some market analysis components that could mesh with the planning area.
- Enhance neighborhood commerce and retail capacity, especially in older neighborhoods (COMP).
- Ensure that redevelopment of major arterial gateways to the City occur in an aesthetically appealing manner that respects existing businesses, provides opportunity for new business and employers, and creates an aesthetically appealing entryway.
 - * Involve existing businesses in any efforts to redevelop, redesign or reconstruct the arterial entrances to the City in order to identify needs and opportunities for business expansion and relocations.
 - * Help implement recommendations in adopted neighborhood plans to brand or market major gateway streets/districts with signage and way finding initiatives.
 - * Help implement and coordinate urban design recommendations from adopted City plans for arterial gateways (COMP).

PARKS & OPEN SPACE

- Existing landscaping and screening around storage areas and parking lots should be improved and expanded together with the development of small parcels of open spaces in and around residential areas. Potential areas for open space include:



- * The area behind the housing units on Orchard Street between Dayton and Spring Streets at the terminus of Randall Court
- * One of the City-owned parcels on the north side of College Court between Park and Mills streets (SCNR).

- Protect existing community gardens in the City and establish additional areas for new community gardens (COMP).

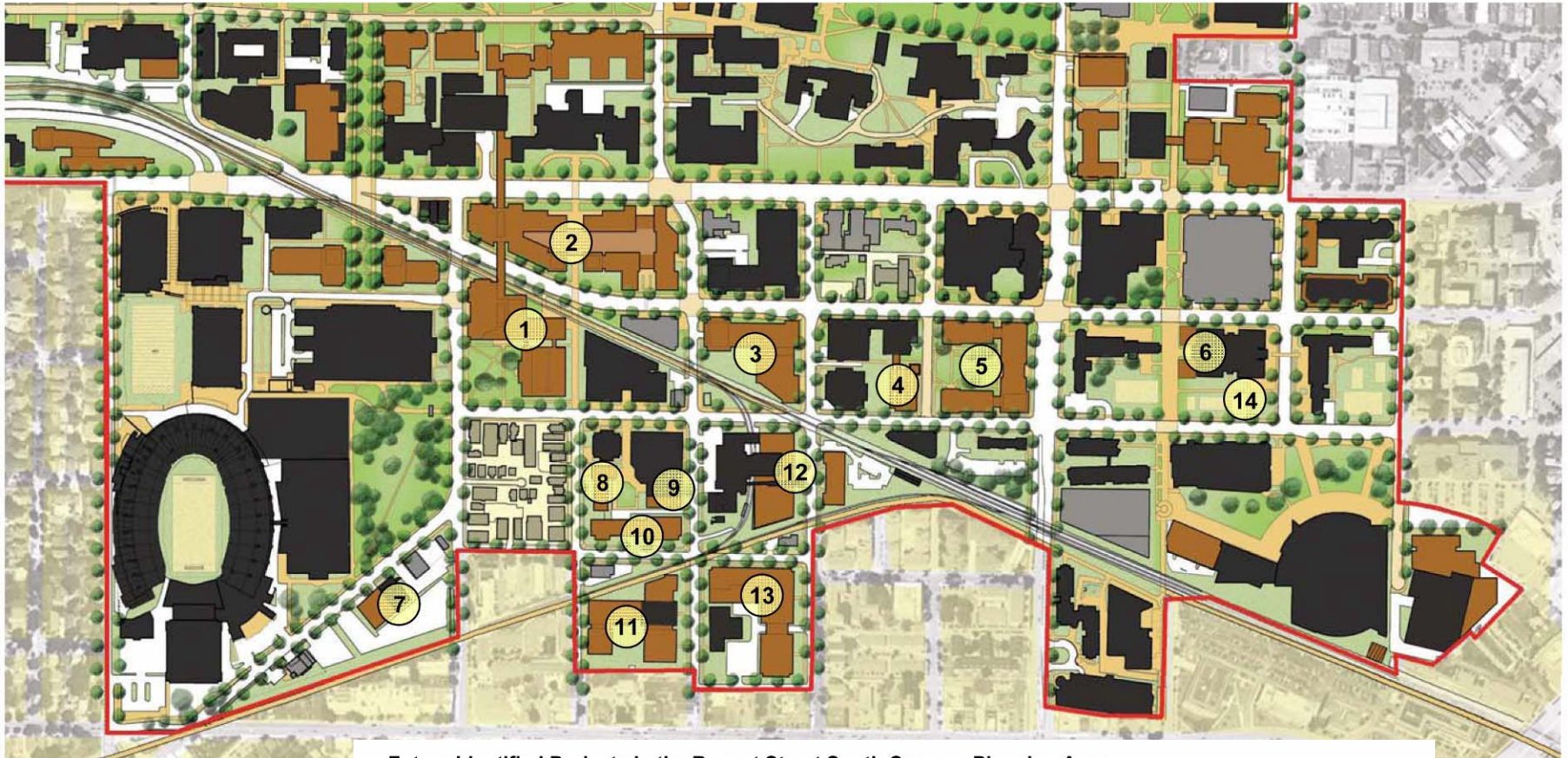
HISTORIC & CULTURAL RESOURCES

- The historic, cultural, and scenic resources of the neighborhood should be preserved and promoted (BVNP).
- Protect Madison’s historic structures, districts and neighborhoods and encourage the preservation, rehabilitation, maintenance and adaptive reuse of high-quality older buildings (COMP).
- Ensure that redevelopment and infill projects throughout the City are compatible with and complement existing historic resources and characteristics in the area.
- * Identify historic resources throughout the City using the Madison Intensive Survey and the City adopted neighborhood and special area plans (COMP).

COMMUNITY FACILITIES & UTILITIES

- Ensure adequate neighborhood facilities and services, such as the Neighborhood House and Bay View Community Center, recreational programs and facilities, etc. (BVNP).
- The electrical substation west of the Kohl Center should be expanded (CMP).
- There is the potential for a new electrical substation to the south of the Charter Street power facility (CMP).
- An expanded heating plant should be constructed across North Mills Street from the Charter Street facility (CMP).
- Potential alternate fuels for the Charter Street plant, including some amount of biofuel use, will be explored; if coal use continues the coal will likely be stored underground or in silos (CMP).
- The Physical Plant building will be relocated to the lot behind McDonald’s to make way for the Institutes for Discovery (CMP).





Future Identified Projects in the Regent Street South Campus Planning Area

- | | |
|--|--|
| 1. Union South Redevelopment & Parking Structure | 8. Campus Childcare Facility |
| 2. Wisconsin Institutes of Discovery | 9. Weeks Hall Addition |
| 3. Noland / Zoology Redevelopment | 10. Proposed Academic/Research Facility |
| 4. Educational Sciences Addition | 11. Primate Center Additions |
| 5. Proposed Academic/Research Facility | 12. Charter Street Heating Plant Renovations |
| 6. Gordon Commons Renovation & Addition | 13. UW Physical Plant Services & Parking Structure |
| 7. UW Police Renovation & Addition | 14. Southeast Residence Halls Recreation Area |

Note: This is a University Plan and has not been adopted by the City.

