

SECTION IV:

Urban Design

- ▶ Assessment of Existing Conditions
- ▶ Recommendations to Enhance Existing Urban Form
- ▶ Implementation
 - ▶ Design Guidelines
 - ▶ Streetscape Plan



■ Aerial photo of Regent Street looking east.



Regent Street
South Campus

In order to create an understanding of urban form, and frame the implementation tools that can be used to enhance the planning area's aesthetic quality, this section is divided into three distinct components, each of which builds upon those before it. The first component is an assessment of the current urban form that is intended to provide a framework for understanding the important corridors, paths and nodes within the planning area. The second component takes the framework presented in the assessment section and recommends corridors, paths and nodes that could be enhanced to create a more desirable and efficient urban form. The final component presents the implementation tools that can be used to achieve the enhancement of the planning area's urban form and aesthetic quality.

ASSESSMENT OF EXISTING CONDITIONS

In order to organize the discussion about the assessment of the Regent Street – South Campus neighborhood's built environment, Kevin Lynch's contents of city image and physical form are used. Lynch's book "The Image of The City" classifies the contents into five types of elements: paths, edges, districts, nodes and landmarks. The combination of these design features creates an area's urban form, and ultimately the strength of its sense of place. The following pages contain an inventory and assessment of these elements within the planning area.

Paths

Paths are the channels along which the observer customarily, occasionally, or potentially moves. Examples include streets, walkways, transit lines, and railroads. Paths can be simple and one-dimensional like a bike path; or they may take on a room-like quality in the case of a well-formed urban corridor.

Primary Paths:

Regent Street Corridor / Monroe Street Corridor

The largest and most recognizable path in the planning area is the Regent Street commercial corridor. This commercial area runs between Park Street on the east end and Monroe Street Corridor on the west.

This corridor is a primary vehicular traffic route and carries much higher volumes of traffic (approximately 30,000 VPD) than any other path within the district. Much of the traffic is comprised of commuters that are passing through the area from residential neighborhoods to the west and south to reach destinations downtown. Due to Lake Wingra and Lake Mendota, east-west traffic is constricted to a limited number of streets in this area; Regent Street is one of them.

The Regent Street portion of the corridor lacks a general sense of enclosure and defined space which is important in creating a comfortable, dynamic environment. The way in which urban space is best created is by abutting structures to the sidewalk with attractive and somewhat uniform facades, and building to heights



■ Example of the typical disconnected development along Regent Street.

and densities that are in scale with the area's intensity of use. The Regent Street corridor has little uniformity in any element of urban design and is deficient in most of the above standards.

Only a handful of historic structures that have attractive facades and positive street orientations remain along Regent Street. Much of the corridor is now dominated by more modern buildings with facades that do not engage pedestrians, large setbacks from the roadway with parking in front, little or no street terrace, and concrete or wood building facades instead of the historic brick seen along the Monroe Street corridor - an area that is far more successful at creating an urban space because of its uniformity in setback, material and design. The Regent Street corridor lacks continuity in setbacks and building materials, and the visual clutter introduced by overhead utilities and billboards all add to the uninviting, auto-oriented environment. There are even a few purely auto-oriented uses, like a car dealership and car service shops, located along the street.

The characteristics of the built environment discussed above lead to a space that is hostile towards pedestrians. As mentioned previously, Regent Street acts as a primary through street for vehicles, yet it also functions as an important pedestrian connection for students traveling to campus and fans attending UW sporting events. For example, students who live south of the corridor must cross Regent Street to get to campus functions north of the corridor. Also, the

area is used heavily by pedestrians traveling to and from Camp Randall and the Kohl Center. This creates a need for safe crossing points and a pedestrian scale environment along the corridor. Again, because of the large setback, unattractive buildings and non-pedestrian oriented uses, the space fails to present an interesting and engaging pedestrian environment.

Finally, although the corridor is physically connected to the surrounding neighborhoods, visually it does little to transition a user between different areas, or offer a focal point near an area of interest. For example, Camp Randall is one of the most visually impressive and recognizable locations in the City. Yet the Regent Street corridor triangle, at Monroe Street and Randall Avenue, offers no increase in intensity or visual cue that a user is approaching the landmark stadium.

Park Street

Park Street is a major regional transportation path for vehicles (approximately 26,000 VPD) entering the University and Downtown from the south. The section of Park Street adjacent to the planning area has seen recent infill development undertaken by the University and Meriter Hospital. Buildings are typically 7 to 12 stories in height, facades are modern, with large amounts of glass, steel, and colored concrete, and the buildings are set back further from the street than others in the planning area. Pedestrian and bicycle crossings on Park Street are aided by the grade-separated trail next to the railroad,

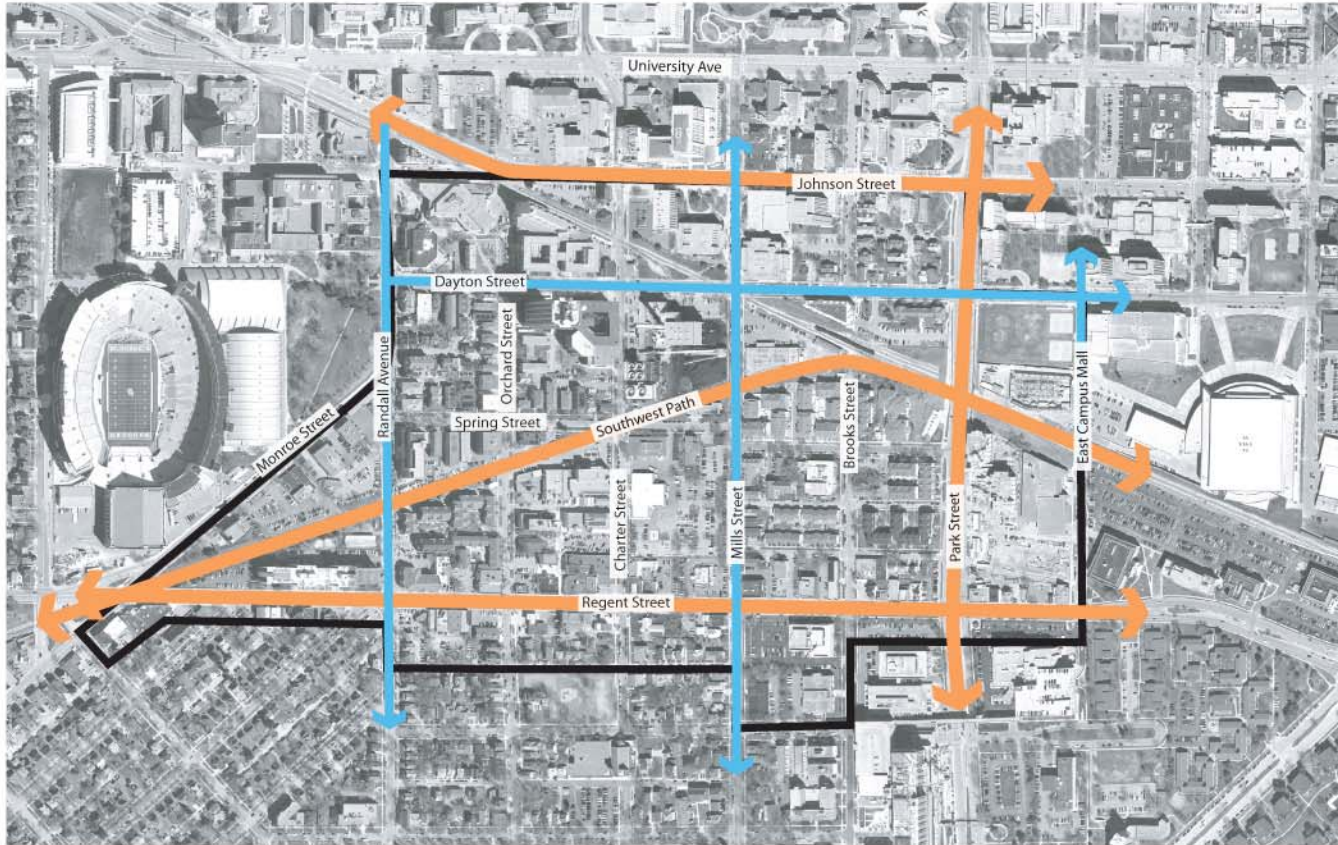


Map 4.1:
Paths in the Planning Area

Regent Street
 South Campus
 August 2007

KEY

-  Primary Path
-  Secondary Path
-  RSSC Project Boundary



Urban Design



■ Example of sparsely landscaped Southwest Path.



■ Example of the unattractive environment abutting the Southwest Path.



Regent Street
South Campus

signalized intersections, a median between the lanes of traffic and a bike lane north of Regent Street. However, south of Regent Street, due to the primarily medical and administrative uses that do not require pedestrian access and the thorough fare nature of the street, the buildings do not create a positive pedestrian or bicyclist atmosphere. There are opportunities for further infill and redevelopment along this path that would have a significant impact on the planning area.

Johnson Street

Johnson Street is designed with a focus on vehicular traffic – pedestrians and bicyclists have more facilities to travel east-west on University Avenue to the north, or Dayton Street to the south. The most important accommodation for pedestrians and bicyclists on this route are the numerous intersections along the street that allow them to cross the street safely and efficiently.

From a design standpoint, Johnson Street is very urban. Most blocks are dominated by University buildings between 5 and 10 stories in height which are usually well oriented towards the street. Many of these buildings are recent additions to the University with modern facades that make use of glass and steel. Further infill development by the University is expected to continue along this path. Like Regent Street, the corridor lacks street trees, which were not included in the street's recent reconstruction.

Southwest Path

The converted rail line that runs east-west through the corridor has become an important local and regional bike route, and is a popular pedestrian route during sporting events at Camp Randall or the Kohl Center. The “missing link” of this trail was finally completed in the summer of 2006, and it is now possible to travel from the Lakeshore Path through the planning area and southwest past the Beltline. Travel along the path through the planning area is relatively uninterrupted because it crosses several streets which have light traffic. Visibility is good at most crossings, and the intersection with Park Street is grade separated.

The only shortcoming of the path is its visual environment. Through much of the planning area the path is abutted by the back entrances of buildings, their respective dumpsters, and other items normally hidden from view. This not only is unattractive, but it also makes the path far less safe, especially at night. Therefore, consideration should be given to improving the aesthetics and safety of the route.

Secondary Paths:

Dayton Street

Dayton Street is an important east-west route, especially for bicyclists and pedestrians in the area. The façades along the street are not uniform, nor are the buildings oriented toward the street. However, Dayton Street is still an efficient and relatively safe route for pedestrians



■ Well known pedestrian connection west of Randall Avenue.



■ Frequently used greenspace near the SHELL.



and bicyclists traveling through the planning area. There is the potential for significant infill along the street in order to increase the intensity of use and provide a transition from the high density Johnson Street corridor.

Randall Avenue

The Randall Avenue / Monroe Street path has high traffic vehicular and pedestrian volumes, especially when events are taking place at Camp Randall or on Monroe Street. The path connects two important nodes: the Regent Street / Monroe Street intersection and the Johnson Street / Randall Avenue intersection. The buildings along the corridor are often not oriented towards the street, but recent infill on the east side of Randall has begun to change the built environment. The construction of the new Union South should go further in enhancing the area's visual and pedestrian environment.

Pedestrian access along the western edge of the street is excellent because of the pathways that run through the greenspace adjacent to the Camp Randall Sports Center (the Shell), and the interior connections amongst the adjacent engineering campus. The area also offers access points to the Southwest Path. However, once pedestrians cross the Randall Avenue/Monroe Street intersection the pedestrian infrastructure deteriorates, and the safety and efficiency of crossing Regent Street are limited.

Mills Street

Mills Street is an important north-south corridor

for pedestrians and bicyclists in the area. This street is in the heart of the student living area and connects Regent Street to University Avenue. The corridor has lower vehicle traffic and ample room for pedestrian accommodations. Improving lighting and safety may boost pedestrian and bicycle use. Currently the street is abutted by large parking lots and the fenced off Charter Street Heating and Cooling Plant. Therefore, there is potential for additional infill development, which, if it is oriented toward the street, could make this an even more important and successful pedestrian corridor.

Other Paths

Almost all segments of the street grid are highly utilized in this area because of the high density of student living facilities, the scattered nature of commercial development to the south along Regent Street, and the University of Wisconsin facilities to the north. There are many nodes of activity and traffic generators so pedestrian movements and safety are especially important on every path throughout this district.

Districts

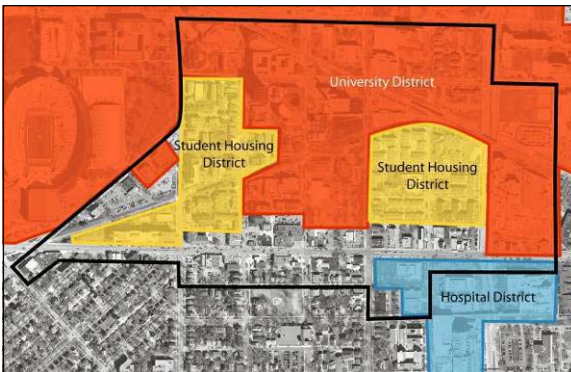
Districts are the medium-to-large sections of a city or planning area conceived of as having two-dimensional extents, which the observer mentally enters "inside of," and which are recognizable as having some common, identifying character.

University of Wisconsin

The northern section of the planning area is identifiable as the University of Wisconsin. This



■ Typical student housing development north of Regent Street.



■ Districts within the planning area.



is an area of recent expansion for the University and more infill development and expansion is expected within the planning area. The buildings, designs, colors and materials hold this area together as a unified district. Heights are typically 5 to 10 stories for the newer university facilities, many of which are constructed using steel, glass and colored concrete. Many also have prominent street side entrances to encourage pedestrian access. The older University buildings within the planning area, most constructed in the 1960s and 70s, are often made of tan brick and have less pedestrian appeal due to their blank façades and small entrances. Underground parking facilities are present in some of the newer buildings, but overall accommodations for vehicles are sparse in this district and walking and biking are encouraged.

Hospital District

The area south of Regent Street on both sides of Park Street can be viewed as a hospital and healthcare services district. Davis Duehr Dean, Meriter Hospital and UW Health facilities dominate the area. Facades are modern and the newer facilities have been built with heights of 7 to 12 stories. Structured parking ramps accommodate efficient vehicle access for these facilities and allow higher densities. Buildings in this district draw a high volume of traffic and visitors from the greater region.

Student Living Areas

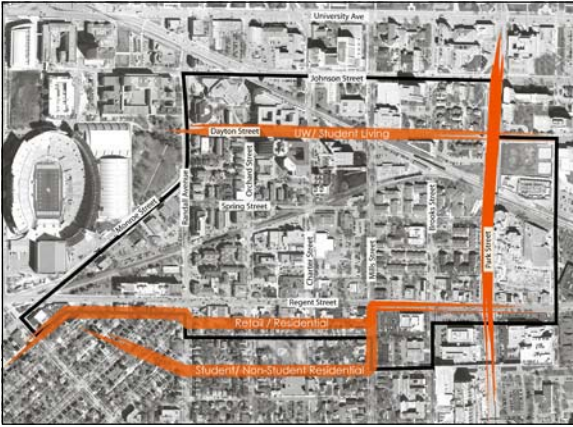
Outside of the University district, the largest district in the planning area is the off-campus

student living area. This is dominated by newer 3 to 5 story multifamily buildings north of Regent Street, and converted single-family homes south of Regent Street. These areas have a high population density, which is evident by the number of vehicles and bicycles present at almost any time of the day. This area is filled with street activity when school is in session, and even more so during sporting events. Due to the heavy reliance on bicycle and pedestrian travel, alternative transportation infrastructure is important to the residents of this area. The boundary between this district and the largely owner-occupied single-family area to the south is not clear and is continually changing.

Edges

Edges are the linear elements not used or considered as paths by the observer. Real or perceived, these edges contain certain characteristics that will begin to shape and define future redevelopment within the area.

Edges are often the boundaries between two neighborhoods or linear breaks in continuity. They include such things as shorelines, railroad cuts, edges of development walls, and building faces. Edges, for many people, are important organizing elements and play a role in defining and holding together generalized areas. In the planning area edges that are especially important are those that separate the different functional districts.



■ Perceived edges in the planning area.



■ Student housing adjacent to University facilities north of the planning area.



University of Wisconsin / Student Living Areas

The edge between the University of Wisconsin's South Campus and the concentration of student housing in the planning area exists around Dayton Street. However, because the University continues to expand and acquire more land, the edge is difficult to distinguish and will continue to change through the coming years. Unlike some edges, it is not necessary for the transition point between the campus and student housing to be distinct. The students would most likely welcome a convenient and attractive integration of the campus into their living space.

Student Residential Areas / Non-Student Residential Areas

A very important edge is the one that separates student residential areas from non-student residential areas. As one travels south of Regent Street the converted single family homes, now used as student apartments, transition into the well maintained single-family residences of the Vilas and Greenbush neighborhoods. South of Regent Street the edge is not firmly defined and student housing continues to creep into these areas. Along Monroe Street most of the student housing is clustered immediately adjacent to the commercial uses providing a more identifiable edge between student and non-student housing.

Residential / Retail

Another poorly defined edge in the area is the transition from retail to residential south of Regent Street. On some blocks, there are single-family residential homes on part of one side of

the block, and retail uses or parking lots on the rest of the block. Often this transition happens mid-block, with the backs of retail buildings and the associated storage and trash areas interfacing with residential back yards. Single-family residential and retail are not typically compatible land uses, so there should be a distinct edge between them. This will help make the distinction between public and private clear to pedestrians and thus avoid conflict.

Park Street

Park Street is an identifiable edge transitioning from a more heavily residential setting to the west to a more urban environment to the east. On Dayton Street and Regent Street east of Park Street the setbacks are often larger, the buildings are a higher, fewer residential uses are visible (except for a small pocket on E. Dayton Street), and there is less orientation toward the pedestrian. This area acts as an entrance to the urban Downtown core.

Nodes

Nodes are comfortable, mixed use, pedestrian and transit-oriented local areas that include places to live, places to work, and places to shop and obtain services. Examples may include junctions, a break in transportation, a crossing or convergence of paths, moments of shift from one structure to another. Nodes may also be a concentration of one particular use or physical character.

Urban Design



■ The Kohl Center.
Photo: UW Campus Photo Library

Regent Street / Park Street Intersection

This node is the intersection of two important vehicular pathways. Three sides of the node have similar design characteristics. Heights are 7 to 10 stories, buildings are set back further from Park and Regent Streets, and architecture is largely modern. The buildings are mostly oriented inward with adequate parking to accommodate the users, who generally travel to this node by vehicle.

While large, modern buildings dominate the character of this node, there are important exceptions to the north of Regent Street on both sides of Park Street. These buildings are one to two stories in height, are oriented toward the street and pedestrian spaces, and display the historic character of the original neighborhood.

This node also marks the entrance to the University for travelers entering from the south.

Regent Street / Monroe Street Intersection

This node is the intersection of two important vehicle and pedestrian paths as well as the bike trail. Besides the Field House, there is little building mass on the intersection, which is surrounded primarily by un-programmed open space. The complicated intersection makes crossing through the area difficult, especially for bikes and pedestrians. This node also signals the entrance to both the Monroe Street commercial area and the Camp Randall cluster.

Regent Street / Randall Avenue Intersection

This node is currently not very well developed,

but it is important because it marks the beginning of the Regent Street commercial corridor. Currently the intersection is dominated by the Regent, a large student housing apartment complex, and a small mixed use building to the east of Randall Avenue. The blocks to the south of Regent Street lack definition because they are occupied by a small convenience store with a large setback and front parking lot and a small used auto dealership. Given the current development at this intersection and its strategic location, this node could be developed more fully in the future.

Potential Future Nodes

Future Transit Stops

Mills Street / Johnson Street Intersection

Mills Street / Regent Street Intersection

Orchard Street / Regent Street Intersection

Landmarks

Landmarks are another type of point-reference, but in this case the observer does not enter them, they are external. They are usually a rather simply defined physical object like a building, sign, store, or significant natural feature. They are frequently used as clues of identity and for wayfinding, and seem to be increasingly relied upon as a journey becomes more and more familiar. A single, identifying characteristic of a landmark is one that is unique or stands out from others. Buildings, public art, memorials, and public spaces are all examples of landmarks. They may have, but in this context may not possess, some level of historical significance.






Regent Street
South Campus

Map 4.2:
Nodes in the Planning Area

Regent Street
South Campus
August 2007



KEY

-  Existing Node
-  Potential Node
-  RSSC Project Boundary

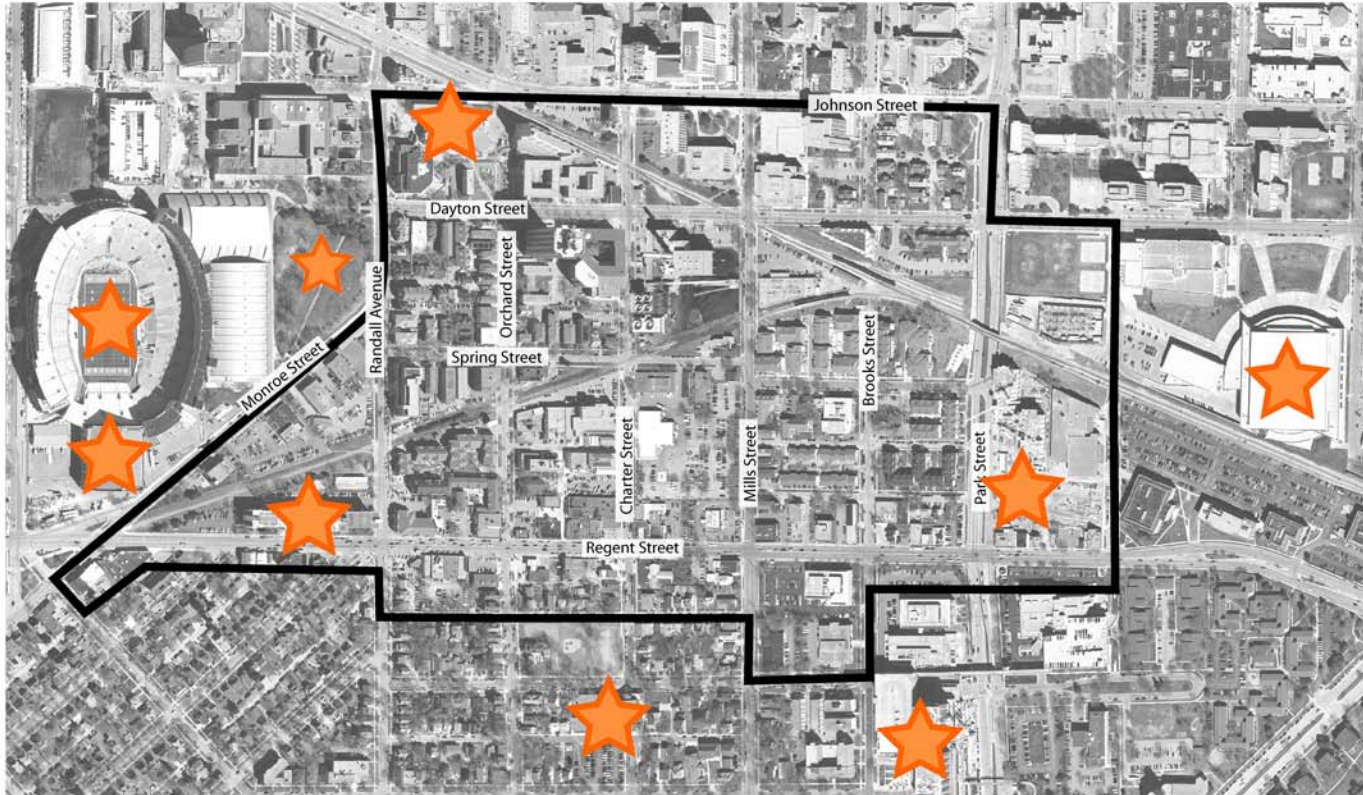


Map 4.3:
Perceived Landmarks
in the Planning Area

Regent Street
South Campus
August 2007

KEY

 Perceived Landmark





- Example of a pedestrian friendly and aesthetically pleasing sidewalk environment.



Some destinations within and around the planning area have emerged as landmarks due to their domination of the visual landscape. These include:

- Camp Randall Stadium
- The Field House
- Kohl Center
- Meriter Hospital
- St. James Church
- The Regent
- UW Welcome Center at 21 North Park Street
- Union South

Design Guidelines

The final component of the Urban Design Section is the implementation tools that can be used to promote changes in urban form that will lead to the realization of the neighborhood vision. The tools included in this section are the Design Guidelines and the Streetscape Plan.

The Design Guidelines are intended to provide new development and alterations to existing structures with clear expectations and standards that will foster the type of walkable, urban environment desired for the neighborhood. Overall guidelines for the area are covered first, followed by guidelines for four special design districts. These distinctions are discussed more in the following pages.

This Section also includes a Streetscape Plan, which is a tool to shape the aesthetic and functional environment of the urban corridors and street level spaces. The Streetscape Plan is designed to supplement the Design Guidelines by providing a

framework for the development of public spaces, sidewalks and right-of-ways that complements and furthers the goals of the Guidelines.

Both the Design Guidelines and the Streetscape Plan were developed with a focus on providing an urban form that is sensitive to the area's environmental needs. To that end, they both include tools that, among other things, strengthen stormwater retention, encourage green roofs and promote alternative forms of transportation.

Overall Building Design Guidelines

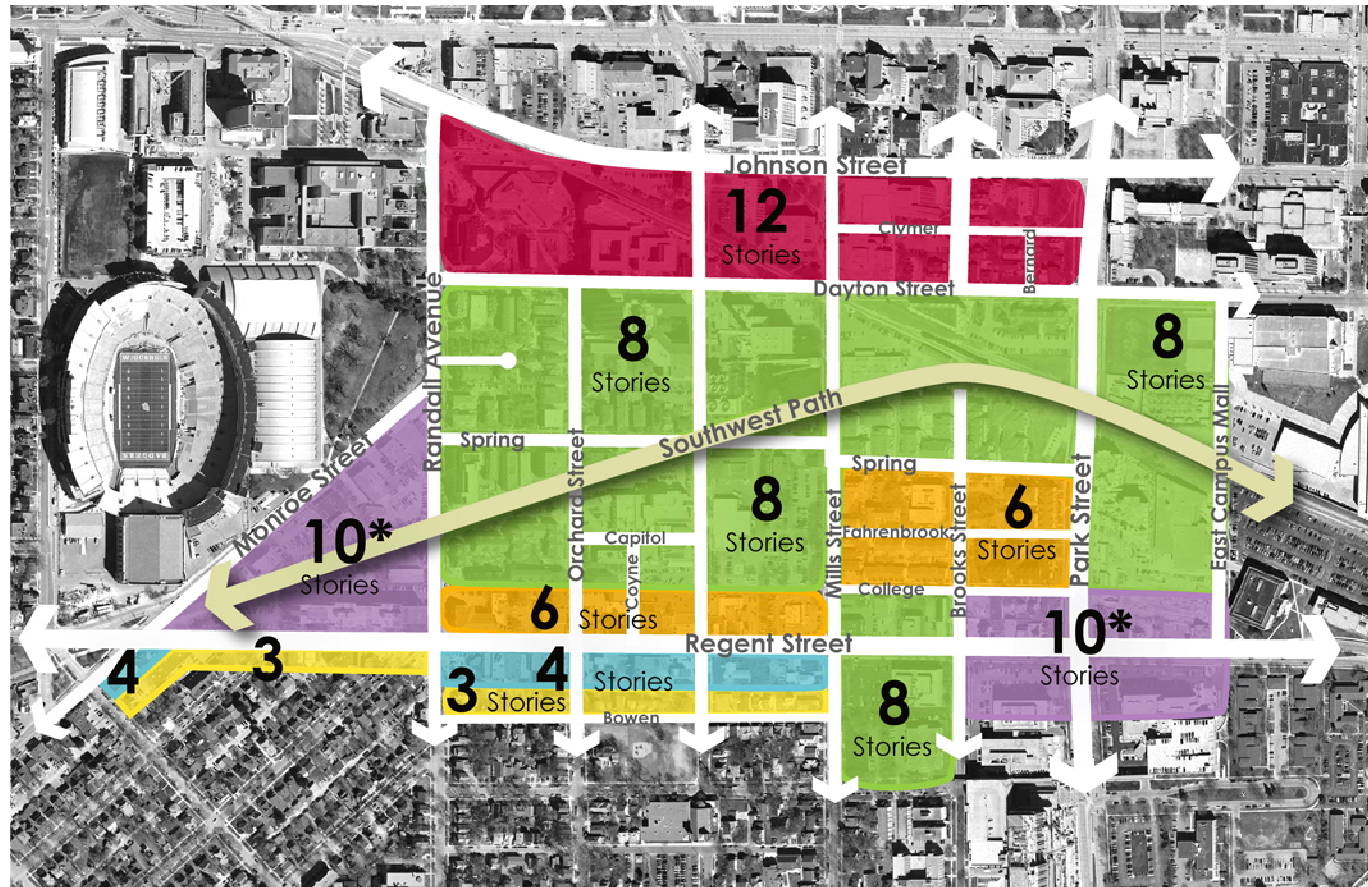
As it currently exists, the neighborhood reflects a piecemeal and disconnected pattern of land uses and aesthetic qualities. As a result, neither pedestrians, motorists, nor residents are adequately served by the built environment. Future redevelopment can create a unified streetscape that is appropriate in intensity for the area. Likewise, future development should be conscious of the need to provide convenience and safety to pedestrians and bicyclists. Design guidelines were created to promote development of this type. The following section presents an overview of proposed building heights and general design guidelines for the planning area as a whole. Four special design guideline districts targeted at specific corridors and nodes, supplement the general guidelines.

Building Heights

Map 4.4 on the following page displays the general building heights for future development within the planning area.

Map 4.4
Maximum Building Heights

Regent Street
 South Campus
 August 2007



Key

- 3 Stories/ 46 Feet
 - 4 Stories/ 60 Feet
 - 6 Stories/ 88 Feet
 - 8 Stories/ 116 Feet
 - 10 Stories/ 144 Feet
 - 12 Stories/ 172 Feet
- *** Includes two 'bonus' stories for LEED Silver Certification

Maximum building heights were determined based on a first floor height of 18' and upper floor heights of 14'. Although different floor heights are permissible, buildings may not exceed the indicated maximum number of stories or height in feet (whichever is less) indicated on this map.

The 10-story maximum height areas shown on this map at the Park St./ Regent St. intersection and in the triangle formed by Regent Street, Monroe Street, and Randall Avenue include two 'bonus' stories above the maximum height of 8 stories for environmentally-friendly development. See plan document for further details on requirements for bonus stories.



Regent Street
 South Campus



Urban Design



■ High-quality materials enhance the neighborhood and enrich the pedestrian zone.



■ Building mass emphasizes verticality and rhythm of the street.



Regent Street
South Campus

These building heights were chosen to best capitalize on the intensity of use within the area while still respecting the surrounding built environment. To that end, the highest heights were identified in the northernmost part of the planning area. This was done because the University currently occupies most of that area and any future redevelopment or infill opportunities should be tall enough to blend with existing UW facilities. The UW's Campus Master Plan also has a stated theme of "Recreating Ourselves In Place," – increasing space demands and a landlocked campus dictate more dense development in the campus area if existing greenspace is to be preserved. This northernmost section, between Dayton and Johnson Streets, has a maximum building height of 12 stories.

Buildings near the Regent Street/Park Street intersection and those in the triangle created by Regent Street, Monroe Street and Randall Avenue have the potential to reach a maximum height of 10 stories, including a 2-story bonus for obtaining LEED (Leadership in Energy and Environmental Design) Silver certification¹. Certification must meet Credit 6.1 for stormwater management; otherwise, maximum height is 8 stories.

South of Dayton Street is a large area identified as being 8 stories in height. This intensity of use was chosen for two reasons. First, the area surrounding the Southwest Path is currently student housing and is likely to be redeveloped as student housing. Because the University is rapidly encroaching on this area, facilities that will house students should fully integrate into the campus fabric. Therefore,

large structures with more intensity of use will be necessary to capitalize on the available land and provide students with convenient, attractive housing. Second, the 8-story area immediately adjacent to Regent and Park Streets would be appropriate to house future general commercial and office facilities within the planning area.

The small pocket of 6-story structures just north of Regent Street between Randall Avenue and Mills Street is envisioned as mixed-use retail, entertainment and housing. The slightly shorter height was chosen because it will provide the beginning of the transition from the large structures north of Regent Street to the single-family homes south of Regent Street.

The 6- and 8-story sections north of Regent Street will also serve to provide a sense of enclosure to pedestrians. It is commonly held that ratio between the width of the abutting right-of-way and the building height should be approximately 1:2 or 1:3 in order to create the necessary sense of enclosure. The sections of 8-story buildings along Regent Street have a building height ratio of just over 1:3 and the 6-story sections have a ratio just over 1:2. These heights are necessary to create the enclosed urban environment necessary to promote pedestrian activity and a vibrant street life.

Finally, the small area running south of Regent Street that is identified as being either 3 or 4 stories in height is designated to provide the final transitional step between the high intensity to the north and the residential neighborhood to the south of the planning area.

1. LEED certification is available in four levels, Certified, Silver, Gold, and Platinum. Visit the US Green Building Council's website, <http://www.usgbc.org>, to learn more about LEED Silver Certification requirements.

Urban Design



■ Balconies encourage 'eyes on the street' and a sense of place in the neighborhood.



■ Street-activating uses occupy ground floor street frontage to enhance pedestrian interaction with the built environment.



Regent Street
South Campus

Building Character

Building composition: Building design should define a base, middle and top to enhance the human scale of neighborhood development. The pedestrian zone should be enriched at the street level with design details, materials and articulation. Visible side facades should receive design attention equal to the front facade. All sides of the building should be designed to complement the visible facades.

Building articulation: Building mass should emphasize the verticality and rhythm of the street enclosure rather than horizontality. Articulation of new buildings should complement the character of adjacent buildings in the block.

Scale: Large buildings must vary the building facade design through the use of materials, color, or division into segments to break up the building's mass and length, and to enhance the pedestrian scale.

Windows: Ground floor windows shall not be darkly tinted or mirrored. Windows should be clear to allow views into the retail spaces. Window mullions should be expressive and create depth and scale in the facade.

Materials: An enriched pedestrian zone requires the use of high quality, durable materials such as stone, brick, and metal panels for the base of the building. External Insulation Finishing Systems (EIFS, or Synthetic Stucco) should only be used in limited amounts and only at the middle or top of the building. Utility materials are suitable only for

the rear, interior lot lines and alley frontages. When different materials of exterior cladding meet, a distinct variation in surface depth must be present to avoid flat facades. Horizontal changes in different cladding materials should not be coplanar, only occurring at inside corners.



■ The mass and length of this large building are divided into segments to reduce the building to a comfortable, human scale

Urban Design



- Architectural detailing defines the building's base, middle and top while creating a sense of human scale.



- Green roofs capture and manage stormwater and help to reduce the urban 'heat island effect'.



Color: Color choices should complement the building's materials and style of construction and harmonize with adjacent buildings.

Architectural detailing: Cornices, friezes, window and door trim, changes in materials, balconies, canopies, awnings, and light shelves are encouraged to define the building's base, middle and top and create a sense of human scale at the pedestrian and upper levels.

Green design: Green building design that promotes energy efficiency, use of sustainable materials, and environmentally sensitive stormwater management is expected. As a part of green design, green roofs to capture and manage stormwater, reduce the urban 'heat island' effect, and improve a building's energy efficiency are expected.

Parking structures: New parking ramps should be located at the center of a block embedded within a layer of retail, commercial or residential use to present an attractive, engaged face to the street. The design of the parking ramp should also complement the quality and design of the building and neighborhood served.

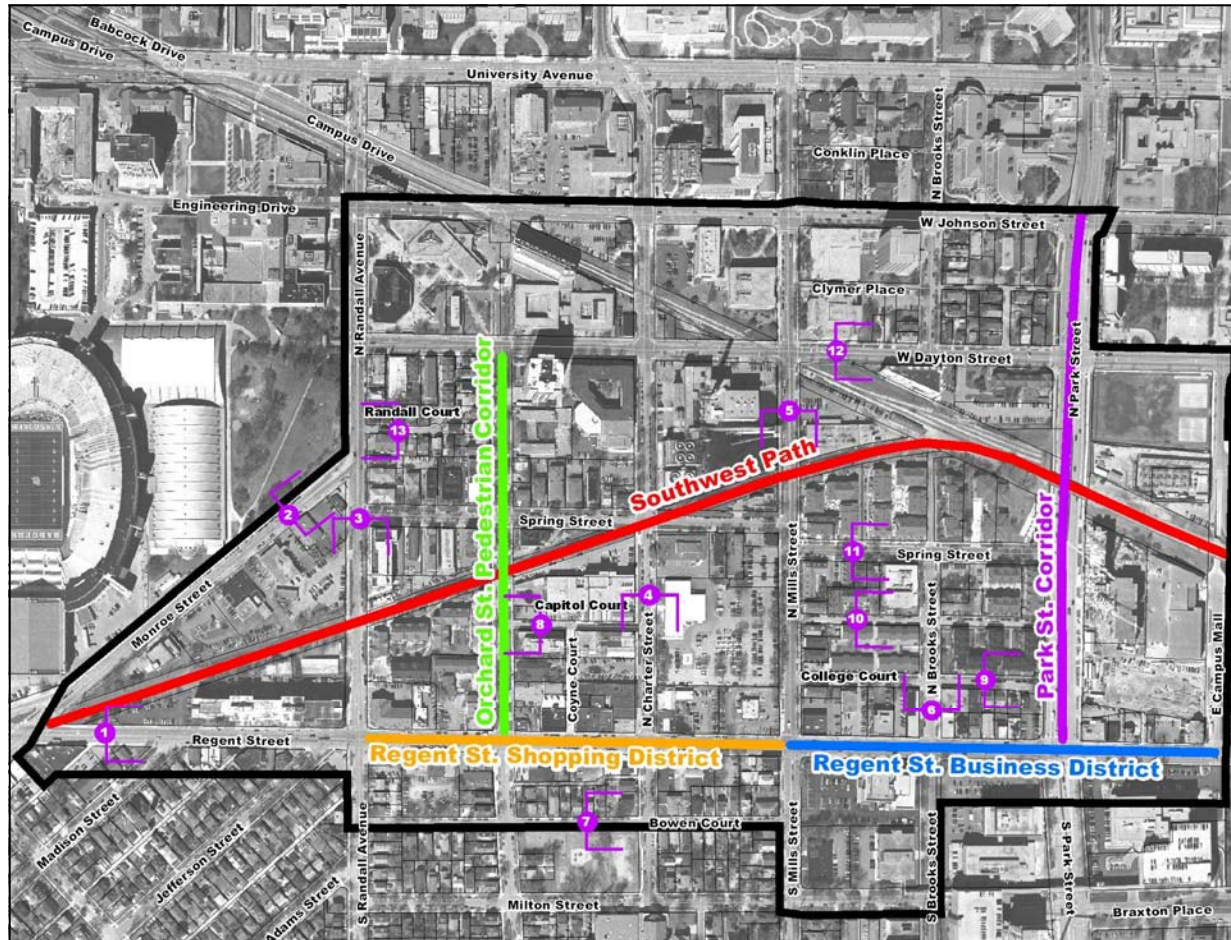


- Expressive window mullions and building articulation create depth and scale in the façade



- Porous pavement can be incorporated into lightly used areas such as vehicle and bike parking to reduce stormwater runoff

Map 4.2: Special Design Guideline Districts



Building Design Guideline Districts

The following five districts were identified as providing unique opportunities for targeted development within the neighborhood. What follows is a brief description of each area and design guidelines that are specific to the identified node or corridor. If redevelopment occurs along these nodes and corridors, it is only necessary that the buildings immediately abutting the identified area follow the specific design guidelines. See Table 4.1 on the following page for a quick reference to building design guidelines for the five special districts. All other development surrounding these areas should follow the general design guidelines and the more specific information organized by street on pages 4-18 through 4-36.

Table 4.1: Quick Reference to Special Building Design Districts

	Regent Street Shopping District		Regent Street Business District		Park Street Corridor District ²			Southwest Path District ³	Orchard Street Pedestrian District ⁴
	South Side of Street	North Side of Street	From Mills to Brooks	From Brooks to East Campus	From Regent to College	From College to Spring	From Spring to Dayton		
Maximum Height¹	4 stories or 60 feet, whichever is less	6 stories or 88 feet, whichever is less	8 stories or 116 feet, whichever is less	8 stories or 116 feet, whichever is less	8 stories or 116 feet, whichever is less	6 stories or 88 feet, whichever is less	8 stories or 116 feet, whichever is less	8 stories or 116 feet, whichever is less	8 stories or 116 feet, whichever is less
Maximum Height with Bonus for LEED Silver Certification (including mandatory Credit 6.1 for Stormwater Management)	N/A	N/A	N/A	10 stories or 144 feet, whichever is less	10 stories or 144 feet, whichever is less	N/A	N/A	N/A	N/A
Minimum Height	2 stories	2 stories	3 stories	3 stories	3 stories	2 stories	3 stories	3 stories	3 stories
Building Stepback	15 feet, above the 3 rd floor	15 feet, above the 4 th floor	15 feet, above the 4 th floor	10 feet, above the 4 th floor plus 10 feet, above the 8 th floor	N/A	N/A	N/A	10 feet, above the 3 rd floor plus 10 feet, above the 8 th floor (where 10 stories are allowed)	15 feet, above the 3 rd floor
Minimum Building Setback Along Street (Path) Frontage	3 feet	3 feet	3 feet	3 feet, with ≤ 8 stories 8 feet, with > 8 stories	10 feet	N/A	N/A	10 feet, from the property line along the path	10 feet (open porches and terraces may encroach up to 5 feet into the setback)
Parking Setback								10 feet, from the property line along the path	

1. The maximum floor-to-floor heights were calculated using a first floor height of 18 feet and 14 feet for the upper stories. Although different floor heights are permissible, buildings may not exceed the maximum number of stories or height in feet (whichever is less) indicated in this table.
2. All properties in the Park Street Corridor that also front onto Regent Street shall conform first to the Regent Street Business District Guidelines for setback and setback requirements
3. All properties along the Southwest Path that also have frontage along the Orchard Street Pedestrian Corridor shall conform first to the Orchard Street Pedestrian District Guidelines.
4. All properties in the Orchard Street Pedestrian District that also front onto Regent Street shall conform first to the Regent Street Shopping District Guidelines.
5. For building guidelines on all other streets in the planning area, see pages 4-32 through 4-36.





REGENT STREET SHOPPING DISTRICT

This concept presents the idea of making a more pedestrian-oriented, neighborhood shopping district on Regent Street between Randall Avenue and Mills Street. Land uses would likely be retail/restaurant on the ground floor with 3 to 5 stories of residential above. Ideas discussed included having building details and articulation more closely resemble smaller scale residential development as well as developing building details and locations to help shape a more walkable street environment.

To identify this area, features such as special banners, lighting, seating and plantings could be used to enhance the pedestrian experience. This area would be distinct from the proposed urban density east of Mills Street.

Allowing higher densities and promoting a more walkable area would also mean eliminating several surface parking lots along Regent Street. Therefore, the plan calls for a structured parking facility to serve the area.

The Regent Street Shopping District is intended to be a mixed-use, commercial corridor that will capitalize on the heavy automobile and pedestrian traffic in the area, as well as provide some much needed neighborhood serving retail for the residents living within the neighborhood.

Regent Street Shopping District Design Guidelines:
Height: Maximum building height of 4 stories or

60 feet (whichever is less) is allowed on the south side of Regent Street. Maximum building height of 6 stories or 88 feet (whichever is less) is allowed on the north side of Regent Street. The minimum height for new construction is two stories. Ground floor elevation of commercial buildings along Regent Street should be equal to or up to a maximum of 12 inches above the elevation of the public sidewalk.

Stepback: On the south side of Regent Street, a 15-foot minimum stepback of the 4th story from the front façade is required to provide solar access and enhance the pedestrian scale. On the north side of Regent Street, a 15-foot minimum stepback of the 5th and 6th stories is required.

Setback: The minimum front yard setback is 3 feet from the property line for new construction in the Regent Street Shopping District. The additional 3 feet of private property is to be dedicated (or an easement granted) to the City for a minimum 5-foot wide sidewalk and a 6-foot wide public amenity zone for site and landscape elements that will enhance the pedestrian and visual experience of the street.

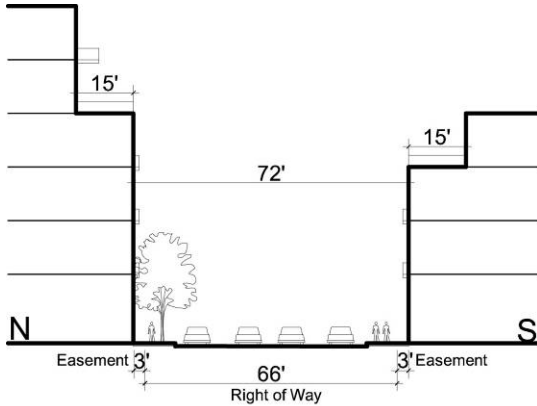
Courtyards: If used for outdoor dining, courtyards are allowed along the setback line. The courtyard along the setback line must have a defined edge with decorative fencing or low masonry walls and landscaping in order to help to define the public space along the street. Parking lots and service stalls are not considered courtyards.



Figure 4.1: Rendering of potential development in the Regent Street Shopping District—facing east



Urban Design



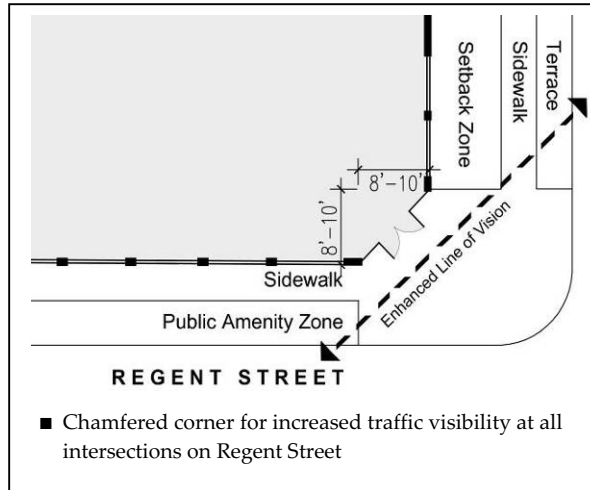
Regent Street Shopping District

Maximum Stories:	North side: 6 South side: 4
Maximum Building Height:	North side: 88 feet South side: 60 feet
Minimum Stories:	2
Building Stepback:	North side: 15 feet, above the 4th floor South side: 15 feet, above the 3rd floor
Building Setback:	3 feet



Regent Street
South Campus

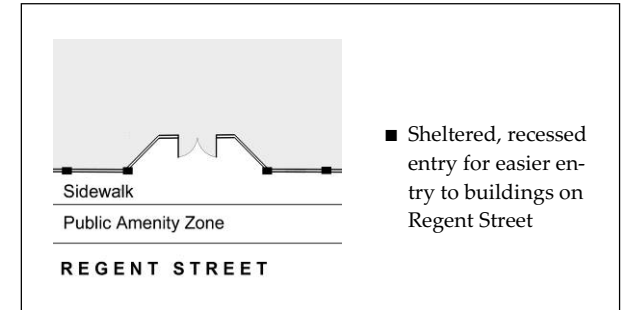
Building Corners: Along Regent Street, first floor building corners at street intersections should be chamfered to allow for better traffic visibility. At street intersections, building walls should be set back 8 to 10 feet behind the setback line. Corner entries are encouraged. Building corners above the first floor can be built out to the setback line. Strong corner articulation above the first floor is encouraged (see illustration at lower left).



Street Activation: Street-activating spaces must occupy street frontage. Uses appropriate for retail/commercial areas include merchandise display and sales areas, dining, vestibules and similar spaces. Parking and service areas, storage spaces, uses requiring privacy and closed blinds are not appropriate for street activation. While standard projecting balconies are not appropriate for Regent Street, 'Juliette' balconies are encouraged for residential spaces on upper floors. (Usually accessed by a pair of French doors, 'Juliette'

balconies project 12 to 18 inches from the front face of a building to provide a slender indoor/outdoor space from which an occupant may engage the street.)

Glazing: Along the Regent Street frontage, the minimum glazing zone extends 2 feet above the first floor level to 8 feet above it. Glazing extending higher is encouraged. Windows must occupy at least 75% of the first floor of the street facade in the Regent Street Shopping District. Buildings that front on Regent Street but also face intersecting streets may not have blank side walls facing those streets.



Entrances: To enhance the pedestrian zone, the main entrance of all Regent Street businesses shall be located on Regent Street. To further articulate large-scale redevelopment projects occupying extensive frontage on Regent Street, multiple entrances are encouraged (e.g., a mid-block entrance on Regent Street along with a corner entrance on Regent Street and the cross street). Dominant corner entrances for buildings anchoring corners featuring elements such as a projecting bay, recessed entrance, porch, are

Urban Design



- 'Juliette' balconies are recommended for residential spaces on Regent Street.

encouraged. Given the narrow public sidewalk on Regent Street, wherever possible, entrances should be recessed (but still be visible) from the street frontage for easier, sheltered entry to buildings. Shared ground floor entrance lobbies are permitted for upper story uses.

Service and Parking: Service entrances and parking areas should be located to the rear of the site. They are not permitted along street frontage unless no other access is available. Parking is not permitted between the building and the sidewalk. If present on street frontage, fire exit and service doors must be designed in a manner consistent with the ground floor façade elements. All service and parking areas must be appropriately lighted and visually screened by walls, fences or landscape materials appropriate to the architectural character of the building. Large parking areas should include walkways to allow safe pedestrian access to building entrances. Shared parking is encouraged. Whenever possible, adjoining parking areas should be aligned to provide internal circulation. Driveways along Regent Street should be minimized to improve traffic flow and reduce pedestrian conflicts.





REGENT STREET BUSINESS DISTRICT

This concept focuses on the transition zone between the neighborhood-scaled Regent Street Shopping District on the west to the more urban scale and character of Park Street on the east. The business district follows Regent Street from Mills Street east across Park Street to the East Campus Mall.

This area was identified as part of the higher-density urban area for several reasons: it is isolated from single family neighborhoods; the existing scale of Park Street and Regent Street east of Park Street is already very urban; the traffic infrastructure is more robust so the increased traffic caused by the higher densities can more efficiently be handled by Park Street. Possible locations for a parking facility were also discussed to help reduce the parking footprint in this neighborhood.

Heights proposed for this area range from 8 to a maximum of 10 stories (counting 2 additional stories earned by obtaining LEED Silver Certification, including mandatory Credit 6.1 for Stormwater Management). Land uses include institutional, hospitality, and/or a mix of retail/restaurant on ground floors and office/commercial on upper floors. Pedestrian-building interaction at street level is especially important near the Park Street intersection because of the area's high pedestrian traffic.

Regent Street Business District Design Guidelines:

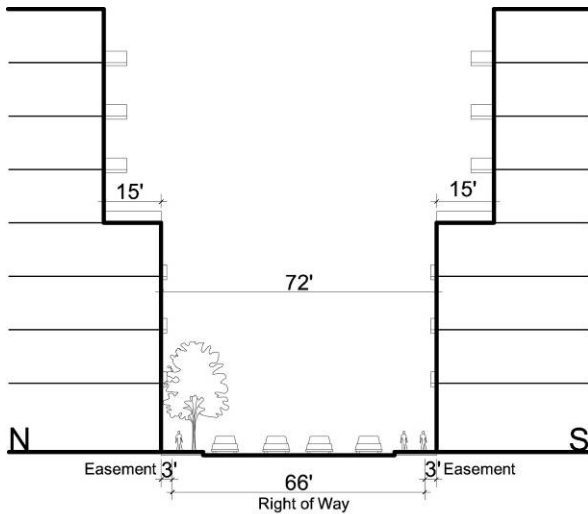
Height: From Mills Street to Brooks Street, a maximum building height of 8 stories or 116 feet (whichever is less) is allowed. From Brooks Street to the East Campus Mall, a maximum building height of 10 stories (counting 2 additional stories earned by obtaining LEED Silver Certification, including mandatory Credit 6.1 for Stormwater Management) or 144 feet (whichever is less) is allowed. Minimum height for new construction is 3 stories. Ground floor elevation of commercial buildings along Regent Street should be equal to or up to a maximum of 12 inches above the elevation of the public sidewalk.

Stepback: For the segment from Mills Street to Brooks Street, a 15-foot minimum stepback from the front façade above the 4th story is required to provide solar access and enhance the pedestrian scale. A 10-foot minimum stepback above the 4th story plus a 10-foot minimum stepback above the 8th story is required for the segment between Brooks and the East Campus Mall.

Setback: For buildings 8 stories in height or less in height, the minimum front yard setback is 3 feet from the property line for new construction between Mills Street and Brooks Street. The additional 3 feet of private property becomes a City easement to create room for a minimum 5-foot wide sidewalk and a 6-foot wide public amenity zone for site and landscape elements that will enhance the pedestrian and visual experience of the street. For buildings taller than 8 stories, the minimum front yard setback is 8 feet from the



Urban Design



Regent Street Business District

From Mills to Brooks

Maximum Stories:	8
Maximum Building Height:	116 feet
Minimum Stories:	3
Building Stepback:	15 feet, above the 4th floor
Building Setback:	3 feet, with 8 stories or less



Regent Street
South Campus

property line between Brooks Street and the East Campus Mall to allow for a minimum 10-foot wide sidewalk and a 6-foot wide public amenity zone. This will provide for the 3-foot dedication or easement needed to achieve the 5-foot sidewalk and 6-foot amenity zone plus 5 feet to lessen the feeling of a taller building looming over the sidewalk.

Courtyards: If used for outdoor dining, courtyards are allowed along the setback line. The courtyard along the setback line must have a defined edge with decorative fencing or low masonry walls and landscaping in order to help to define the public space along the street. Parking lots and service stalls are not considered courtyards.

Building Corners: Along Regent Street, first floor building corners at street intersections should be chamfered to allow for better traffic visibility. At street intersections, building walls should be set back 8 to 10 feet behind the setback line. Corner entries are encouraged. Building corners above the first floor can be built out to the setback line. Strong corner articulation above the first floor is encouraged (see illustration on page 4-15).

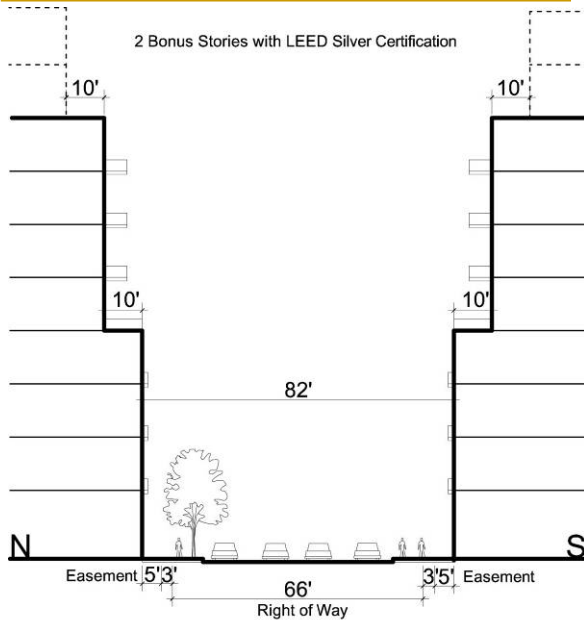
Street Activation: Street-activating spaces must occupy street frontage. Uses appropriate for Regent and Park Street intersection retail and office development include dining, merchandise display and sales areas, vestibules, reception areas, waiting rooms, lobbies, teller areas, frequently used meeting rooms, break rooms, cafeterias, and similar spaces. Parking and

service areas, storage spaces, uses requiring privacy and closed blinds are not appropriate for street activation. While standard projecting balconies are not appropriate for narrow Regent Street, 'Juliette' balconies are encouraged for upper floors. (Usually accessed by a pair of French doors, 'Juliette' balconies project 12 to 18 inches from the front face of a building to provide a slender indoor/outdoor space from which an occupant may engage the street.)

Glazing: The minimum glazing zone extends from 2 feet above the first floor level to 8 feet above it. Glazing extending higher is encouraged. Windows must occupy at least 75 percent of first floor of the street facade and at least 65 percent of the first floor street facade of office and non-retail buildings.

Entrances: To enhance the pedestrian zone, the main entrance of all Regent Street businesses shall be located on Regent Street. To further articulate large-scale redevelopment projects occupying extensive frontage on Regent Street, multiple entrances are encouraged (e.g., a mid-block entrance on Regent Street along with a corner entrance on Regent Street and the cross street). Dominant corner entrances for buildings anchoring corners featuring elements such as a projecting bay, recessed entrance, porch, are encouraged. Wherever possible, entrances should be recessed (but still be visible) from the street frontage for easier, sheltered entry to buildings. Shared ground floor entrance lobbies are permitted for upper story uses.

Urban Design



Regent Street Business District

From Brooks Street to East Campus Mall

- Maximum Stories:** 10 (upon meeting LEED requirements for 2 bonus stories)
- Maximum Building Height:** 144 feet (upon meeting LEED requirements for 2 bonus stories)
- Minimum Stories:** 3
- Building Stepback:** 10 feet, above the 4th floor
plus 10 feet, above the 8th floor
- Building Setback:** 8 feet, with greater than 8 stories



Regent Street
South Campus

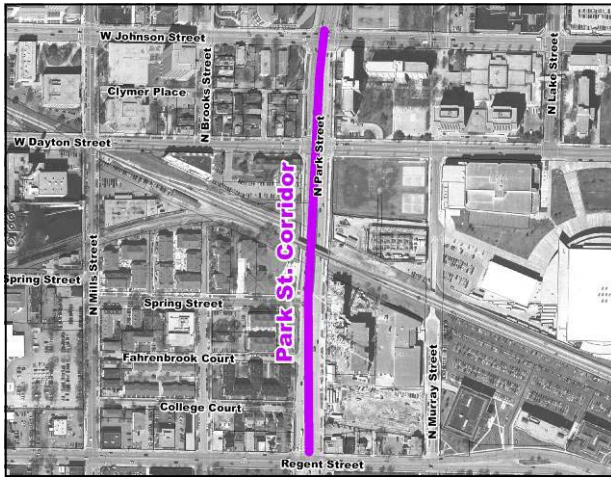
Service and Parking: Service entrances and parking areas should be located to the rear of the site and accessed wherever possible from alleys or side streets. They are not permitted along Regent Street frontage unless no other access is available. Parking is not permitted between the building and the sidewalk. If present on street frontage, fire exit and service doors must be designed in a manner consistent with the ground floor façade elements. All service and parking areas must be appropriately lighted and visually screened by walls, fences or landscape materials appropriate to the architectural character of the building. Large parking areas should include walkways to allow safe pedestrian access to building entrances. Shared parking is encouraged. Whenever possible, adjoining parking areas should be aligned to provide internal circulation. Driveways along Regent Street should be minimized to improve traffic flow and reduce pedestrian conflicts.



- Color choices complement materials and style of construction while clear windows allow views into first floor retail spaces.



- Example of residential development that has appropriate character and mass for the Regent Street Business District.



PARK STREET CORRIDOR

This concept focuses on Park Street north of its intersection with Regent Street to Dayton Street. It is envisioned as a more urbanized area with higher densities, building heights, and scales consistent with the existing Meriter Hospital campus at Park Street and the University structures to the north. Possible locations for a parking facility were also discussed to help reduce the parking footprint in this neighborhood.

This area was identified as a high-density urban area for several reasons: it is isolated from single family neighborhoods; the existing scale of Park Street is already very urban; the traffic infrastructure is more robust and the increased traffic caused by the higher densities can more efficiently be handled by Park Street.

Sections of the corridor are identified for maximum heights between 6 and 10 stories (counting 2 additional stories earned by obtaining LEED Silver Certification, including mandatory Credit 6.1 for Stormwater Management). Land uses include institutional, hospitality, and/or a mix of retail/restaurant on ground floors and office/commercial on upper floors. Pedestrian-building interaction at street level is important at the Park Street node of this district because of the area's high pedestrian traffic.

The more intense development at the intersection of Park and Regent Streets is intended to

integrate into the high intensity environment along Park Street just south of Regent, characterized by large medical facilities. In order to create a more unified corridor along Park Street, the identified node will have to increase in intensity, building mass and density to match that of the existing Park Street Corridor.

Park Street Corridor Design Guidelines

Height: From Regent Street north to College Court, maximum building height of 10 stories (counting 2 additional stories earned by obtaining LEED Silver Certification, including mandatory Credit 6.1 for Stormwater Management) or 144 feet (whichever is less) is allowed. From College Court north to Spring Street (west side of Park Street), a maximum of 6 stories or 88 feet (whichever is less) is allowed. From Spring Street Court north to Dayton Street, maximum building height of 8 stories or 116 feet (whichever is less) is allowed. Minimum height for new construction is 3 stories along the Park Street corridor except for between College Court and Spring Street (west side) where there is no minimum. Ground floor elevation of mixed-use buildings should be equal to or up to a maximum of 12 inches above the elevation of the public sidewalk.

Setback: Between Regent Street and College Court, a 10-foot building setback is required to allow space for landscaping and other amenities to enhance the pedestrian zone. This requirement shall also apply to the properties in this quadrant south of Regent Street with a maximum building height of 10 stories. In other areas of the Park

Street corridor, no setback is required. .

Courtyards: If used for outdoor dining, courtyards are allowed along the setback line. The setback line along the street must be defined with decorative fencing, low masonry walls as well as landscaping in order to define the street wall. Parking lots and service stalls are not considered courtyards.

Street Activation: Street-activating spaces must occupy street frontage. Uses appropriate for Park Street retail and office development include dining, merchandise display and sales areas, vestibules, reception areas, waiting rooms, lobbies, teller areas, frequently used meeting rooms, break rooms, cafeterias, and similar spaces. Parking and service areas, storage spaces, uses requiring privacy and closed blinds are not appropriate for street activation. Balconies are encouraged on upper floors of residential buildings on Park Street but should not project past the property line.

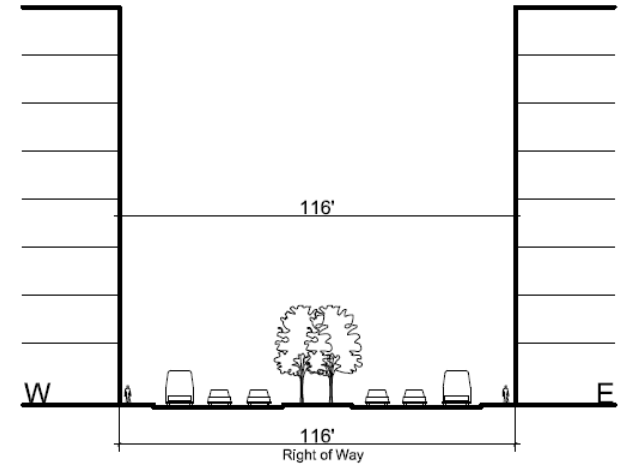
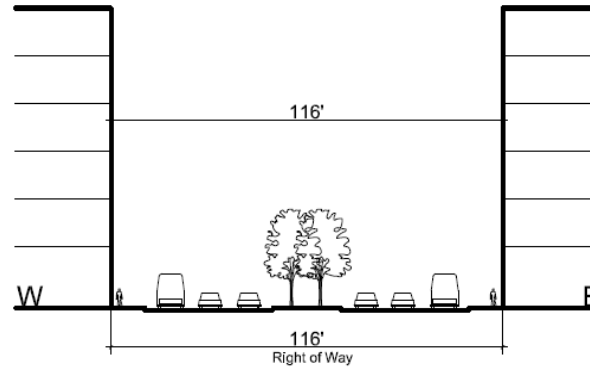
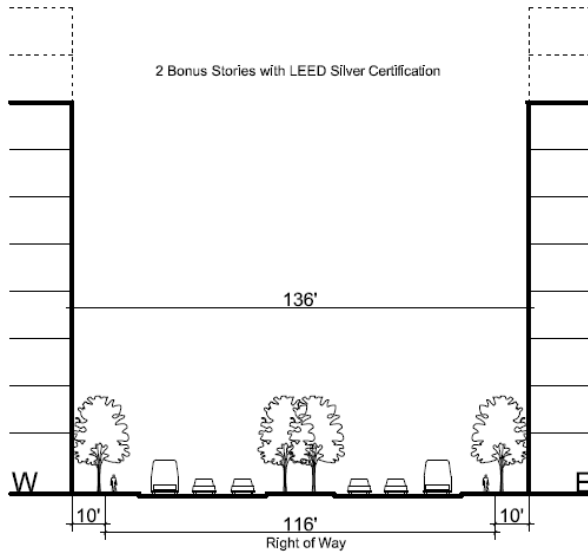
Glazing: Along Park Street frontage, the minimum glazing zone extends from 2 feet above the first floor level to 8 feet above it. Glazing extending higher is encouraged. Windows must occupy at least 75 percent of the first floor street facade and at least 65 percent of the first floor street facade of office and non-retail buildings in the Park Street Corridor.

Entrances: To enhance the pedestrian zone, the main entrance of all Park Street businesses shall be located on Park Street. To further articulate large-scale redevelopment projects occupying extensive

frontage on Park Street, multiple entrances are encouraged (e.g., a mid-block entrance on Park Street along with a corner entrance on Park Street and the cross street). Dominant corner entrances for buildings anchoring corners featuring elements such as a projecting bay, recessed entrance, porch, are encouraged. Wherever possible, entrances should be recessed (but still be visible) from the street frontage for easier, sheltered entry to buildings. Shared ground floor entrance lobbies are permitted for upper story uses.

Service and Parking: Service entrances and parking areas should be located to the rear of the site and accessed wherever possible from alleys or side streets. They are not permitted along Park Street frontage unless no other access is available. Parking is not permitted between the building and the sidewalk. If present on street frontage, fire exit and service doors must be designed in a manner consistent with the ground floor façade elements. All service and parking areas must be appropriately lighted and visually screened by walls, fences or landscape materials appropriate to the architectural character of the building. Large parking areas should include walkways to allow safe pedestrian access to building entrances. Shared parking is encouraged. Whenever possible, adjoining parking areas should be aligned to provide internal circulation. Driveways along Park Street should be minimized to improve traffic flow and reduce pedestrian conflicts.

Urban Design



Park Street (looking from Regent St. to College Ct.)

Maximum Stories:	10 (upon meeting LEED requirements for 2 bonus stories)
Maximum Building Height:	144 feet (upon meeting LEED requirements for 2 bonus stories)
Minimum Stories:	3
Building Stepback:	None required
Building Setback:	10 feet

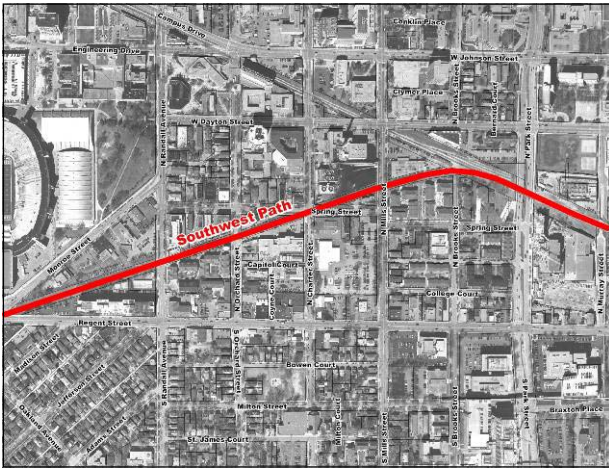
Park Street (looking from College Ct. to Spring St.)

Maximum Stories:	6
Maximum Building Height:	88 feet
Minimum Stories:	3
Building Stepback:	None required
Building Setback:	Encouraged but not required

Park Street (looking from Spring St. to Dayton St.)

Maximum Stories:	8
Maximum Building Height:	166 feet
Minimum Stories:	3
Building Stepback:	None required
Building Setback:	Encouraged but not required





SOUTHWEST PATH

One of the most popular assets of the planning area is the Southwest Path that runs east-west through the area. The trail is on a former rail line with an asphalt surface that allows multi-modal use. This concept prompted discussion on how the Southwest Path that runs through the planning area could be better integrated and better used in the neighborhood. In an area with little green space, this corridor has great potential to become more of a linear park or outdoor feature. Ideas such as locating pocket parks, community gardens, adding landscaping, improving street crossings, and opportunities for commercial development along the path were discussed.

The Southwest Path is important to transportation infrastructure within the planning area. Because the path is so heavily used, future development should be focused on creating a more inviting and safe environment along its length. This corridor was included to foster development that reflected its importance by orienting positive aesthetic qualities inward toward the path.

Southwest Path Design Guidelines:

Height: Maximum building height of 8 stories or 116 feet (whichever is less) is allowed in most areas of the Southwest Path District. The exception is the triangle of land formed by Regent Street, Randall Avenue, and Monroe Street, which has a maximum height of 10 stories

(counting 2 additional stories earned by obtaining LEED Silver Certification, including mandatory Credit 6.1 for Stormwater Management) or 144 feet (whichever is less). Minimum height for new construction is 3 stories. Ground floor elevation of mixed-use buildings in the Southwest Path District should be equal to or up to a maximum of 12 inches above the elevation of the public sidewalk. Ground floor elevation of solely residential buildings along Orchard Street should be positioned at least 3 feet above the public sidewalk for a sense of residential separation from the public realm.

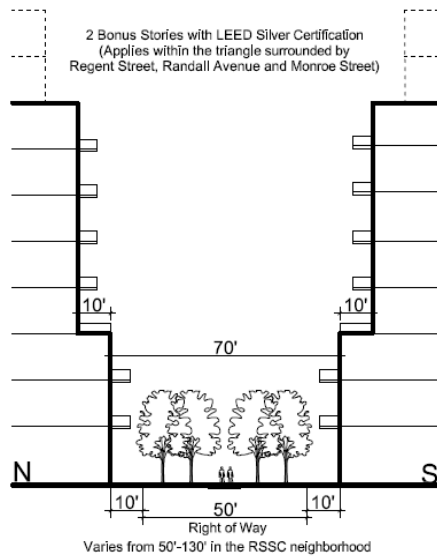
Stepback: To allow greater solar access and enhance the human scale along the Southwest Path, buildings should step back a minimum of 10 feet from the path frontage above the 3rd floor.

Setback: The setback line parallels the property line along path frontage. New buildings should be no closer than 10 feet back from the path right of way to allow room for site and landscape elements that will enhance the pedestrian and visual experience of the path. Parking facilities should be set back at least 10 feet from the path right of way.

Path Activation: Path-activating spaces must occupy path frontage. Uses appropriate for commercial areas include merchandise display and sales areas, vestibules and similar spaces. Activating spaces appropriate for commercial mixed-use buildings include waiting rooms, frequently-used meeting rooms, cafeterias, break rooms, and similar spaces. Activating spaces



Urban Design



Southwest Path

Maximum Stories:	East of Randall Avenue: 8 West of Randall Avenue: 10 (upon meeting LEED requirements for 2 bonus stories)
Maximum Building Height:	East of Randall Avenue: 116 feet West of Randall Avenue: 144 feet (upon meeting LEED requirements for 2 bonus stories)
Minimum Stories:	3
Building Stepback:	10 feet, above the 3rd floor, plus 10 feet, above the 8th floor
Building Setback:	10 feet from the property line along the path
Parking Setback:	10 feet from the property line along the path



Regent Street
South Campus

appropriate for residential buildings include entries, vestibules, foyers, lobbies, frequently-used activity rooms, leasing offices, living rooms, home offices, live-work spaces and similar spaces. Parking and service areas, storage spaces, uses requiring privacy and closed blinds are not appropriate for activation. To keep more 'eyes on the path,' balconies are encouraged for the residential buildings with path frontage in the Southwest Path District.

Glazing: For commercial mixed-use buildings in the Southwest Path District, the minimum glazing zone extends from 2 feet above the first floor level to 8 feet above it. Glazing extending higher is encouraged. Windows must occupy at least 50 percent of the first floor path facade of mixed-use commercial buildings in the Southwest Path District. Office and non-retail buildings should devote at least 40 percent of their first floor path facade to windows. Residential building should devote at least 30 percent of their first floor path facade to windows. Blank walls are not appropriate along the Southwest Path.

Entrances: Entrances are encouraged along Southwest Path frontage. Corner buildings may have an entrance located on the corner of intersecting streets and the path. Dominant corner entrances for buildings anchoring corners featuring elements such as a projecting bay, recessed entrance, porch, are encouraged. Wherever possible, entrances should be recessed (but still be visible) from the path frontage for

easier, sheltered entry to buildings. Shared ground floor entrance lobbies are permitted for upper story uses.

Recreational Spaces: Gardens, outdoor retail space, and spaces for other recreational uses are encouraged along the path.

Service and Parking: Service entrances and parking areas should be located to the rear of the site, but must be attractively screened from the Southwest Path. They are not permitted along path frontage unless no other access is available. If present on path frontage, fire exit and service doors must be designed in a manner consistent with the ground floor façade elements. All service and parking areas must be appropriately lighted and visually screened by walls, fences or landscape materials appropriate to the architectural character of the building. Large parking areas should include walkways to allow safe pedestrian access to building entrances. Shared parking is encouraged. Whenever possible, adjoining parking areas should be aligned to provide internal circulation. If parking must be located along the path, it should be set back 10 feet from the property line or path right of way to allow for landscaping and site amenities.



ORCHARD STREET PEDESTRIAN CORRIDOR

The Orchard Street Pedestrian Corridor was identified to provide a safe, comfortable pedestrian route between the Regent Street Shopping District and the University uses to the north of the planning area. It is felt that Orchard Street is appropriate for a pedestrian focus because of the plans for a new Union South (to be located on Orchard Street) and the potential light-rail stop (part of the Transport 2020 Report) at the north end of Orchard Street will bring pedestrian commuters to the area, and because there is a potential pedestrian overpass spanning Johnson Street between the new South Campus Union and the planned Wisconsin Institutes for Discovery. If the overpass is installed, it will be the only non-street level crossing of the busy Johnson Street corridor.

Orchard Street does not connect through to Johnson Street and has the lowest vehicular traffic of all the north-south routes in the area. This presents an opportunity to make Orchard Street a very pedestrian-oriented street connecting the University and transit stop to the commercial core on Regent Street.

The Orchard Street corridor is also scheduled to undergo complete road reconstruction in 2011. The reconstruction may be an appropriate and convenient time to integrate the necessary changes to the right-of-way in order to encourage safe pedestrian use.

Creating a pedestrian-friendly street should

involve enhancing the public right-of-way (which could include narrowing the traffic lanes), and promoting building forms and uses conducive to a safe and interesting pedestrian street. Wayfinding and entrance features should enhance Orchard Street's intersections with the Southwest Path and Regent Street.

Orchard Street Pedestrian Corridor Design Guidelines:

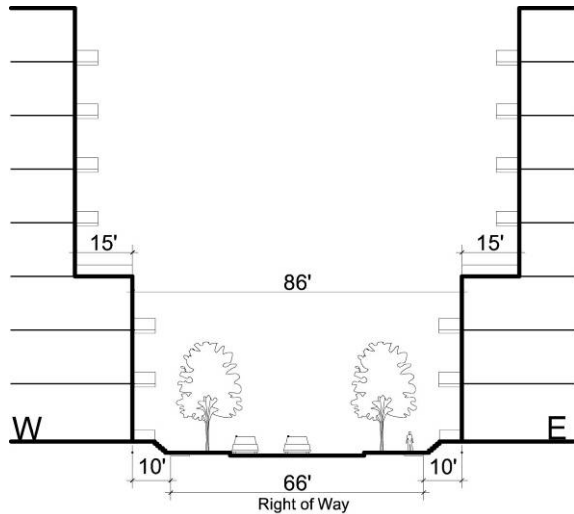
Height: In the Orchard Street Pedestrian District, maximum building height of 8 stories or 116 feet (whichever is less) is allowed. Minimum height for new construction is 3 stories. Ground floor elevation of mixed-use buildings along Orchard Street should be equal to or up to a maximum of 12 inches above the elevation of the public sidewalk. The ground floor elevation of solely residential buildings along Orchard Street should be positioned at least 3 feet above the public sidewalk for a sense of residential separation from the public realm.

Stepback: To allow greater solar access and enhance the pedestrian scale along Orchard Street, buildings should step back a minimum of 15 feet from the front facade above the 3rd floor.

Setback: The minimum front yard setback is 10 feet from the property line for new construction in the Orchard Street Pedestrian District. This will create room for a minimum 5-foot wide sidewalk and a public amenity zone that will enhance the pedestrian and visual experience of the street. Open porches and terraces may encroach up to 5 feet into the setback.



Urban Design



Orchard Street

Maximum Stories:	8
Maximum Building Height:	116 feet
Minimum Stories:	3
Building Stepback:	15 feet, above the 3rd floor
Building Setback:	10 feet



Regent Street
South Campus

Courtyards: If used for outdoor dining, courtyards are allowed along the setback line. The courtyard along the setback line must have a defined edge with decorative fencing or low masonry walls and landscaping in order to help to define the public space along the street. Parking lots and service stalls are not considered courtyards.

Street Activation: Street-activating spaces must occupy street frontage. Uses appropriate for commercial areas include merchandise display and sales areas, vestibules and similar spaces. Street activating spaces appropriate for commercial mixed-use buildings include waiting rooms, frequently-used meeting rooms, cafeterias, break rooms, and similar spaces. Street activating spaces appropriate for residential buildings include entries, vestibules, foyers, lobbies, frequently-used activity rooms, leasing offices, living rooms, home offices, live-work spaces and similar spaces. Parking and service areas, storage spaces, uses requiring privacy and closed blinds are not appropriate for street activation. Usable front porches are encouraged on the first floor of solely residential buildings. Balconies are encouraged for upper floors of mixed commercial/ residential buildings.

Glazing: For commercial mixed-use buildings along Orchard Street, the minimum glazing zone extends from 2 feet above the first floor level to 8 feet above it. Glazing extending higher is encouraged. Windows must occupy at least 75 percent of the first floor street frontage of mixed-use commercial buildings on Orchard Street. Office and non-retail buildings should devote at

least 65 percent of their first floor street frontage to windows. Residential buildings should devote at least 40 percent of their first floor street frontage to windows.

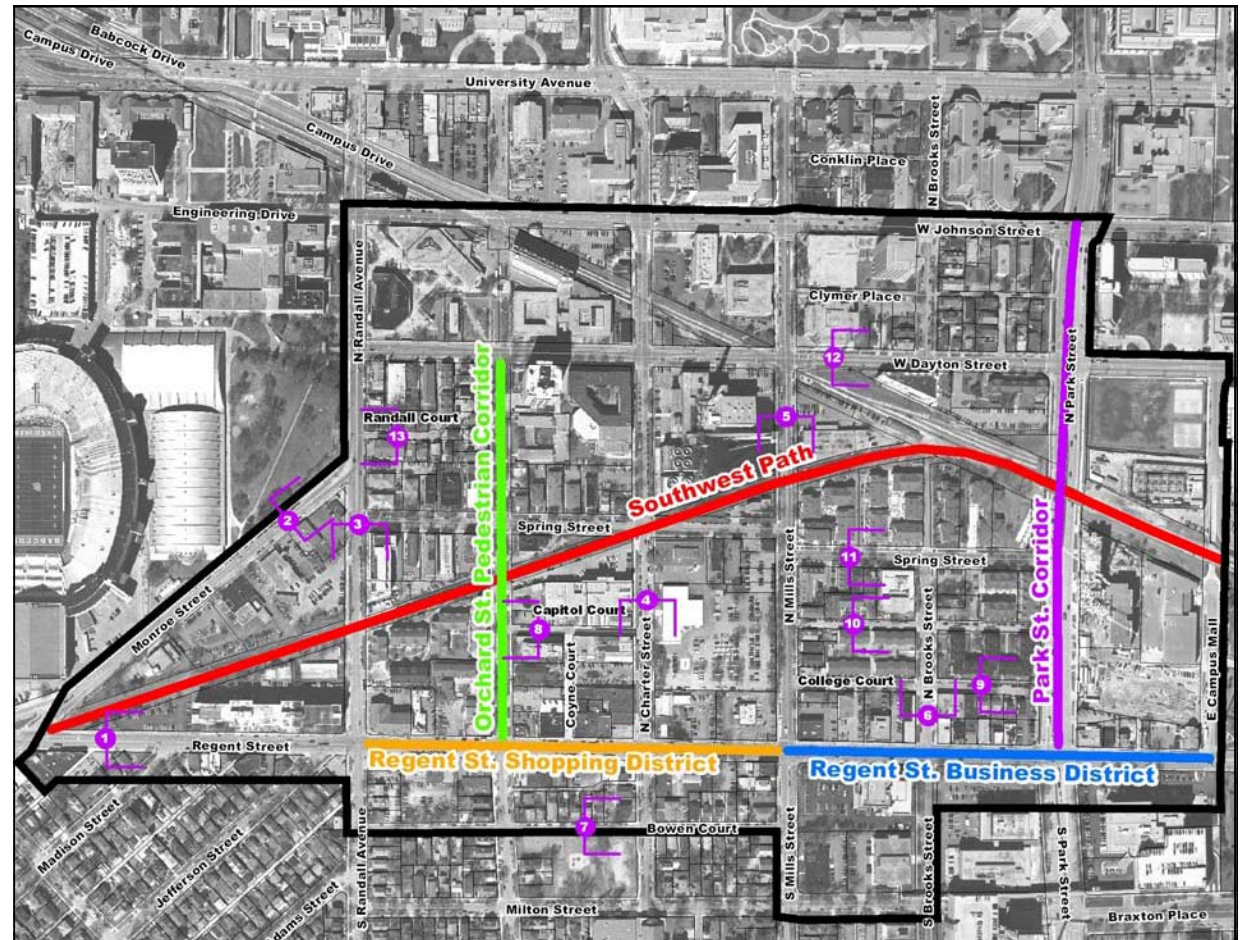
Entrances: Mid-block building entrances must be located on Orchard Street while corner buildings may have an entrance located on the corner of Orchard Street and the intersecting street. Dominant corner entrances for buildings anchoring corners featuring elements such as a projecting bay, recessed entrance, porch, are encouraged. Wherever possible, entrances should be recessed (but still be visible) from the street frontage for easier, sheltered entry to buildings. Shared ground floor entrance lobbies are permitted for upper story uses.

Service and Parking: Service entrances and parking areas should be located to the rear of the site. They are not permitted along street frontage unless no other access is available. Parking is not allowed between the building and the sidewalk. If present on street frontage, fire exit and service doors must be designed in a manner consistent with the ground floor façade elements. All service and parking areas must be appropriately lighted and visually screened by walls, fences or landscape materials appropriate to the architectural character of the building. Large parking areas should include walkways to allow safe pedestrian access to building entrances. Shared parking is encouraged. Whenever possible, adjoining parking areas should be aligned to provide internal circulation.

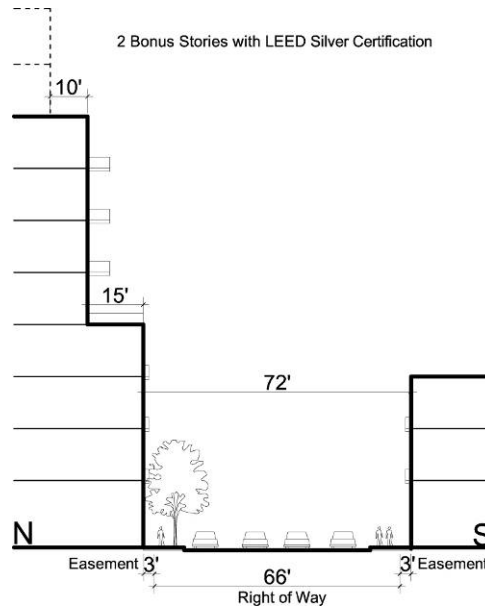
Other Streets in Planning Area

The following pages contain design guidelines and cross sections of other streets within the planning area. The map to the right shows the location each section is based upon. These design guidelines and cross sections illustrate the recommendations applicable to the streets on which they are located.

Map 4.3 Key Map to Street Sections



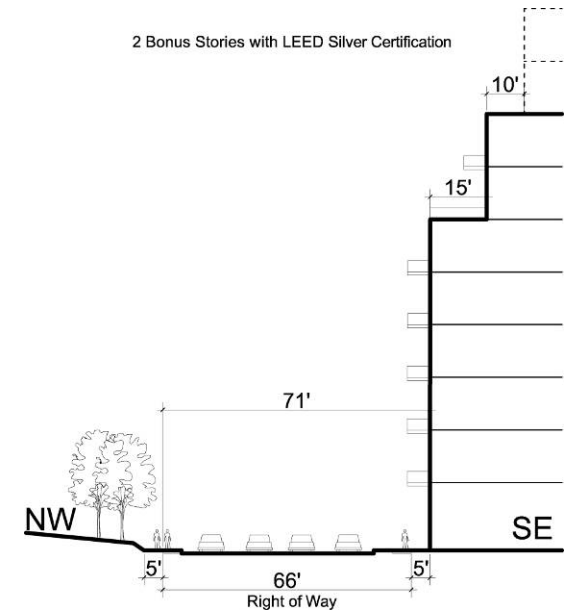
1. Design information keyed to Map 4.3 is found on the following pages, 4-33 through 4-37.



1: Regent Street

From Monroe Street to Randall Avenue

- Maximum Stories:** North side: 10 (upon meeting LEED requirements for 2 bonus stories)
South side: 3 (except for properties at the Monroe Street intersection, at which 4 stories are allowed)
- Maximum Building Height:** North side: 144 feet (upon meeting LEED requirements for 2 bonus stories)
South side: 46 feet
- Minimum Stories:** 2
- Building Stepback:** North side: 15 feet, above the 4th floor
10 additional feet, above the 8th floor
South side: None required
- Building Setback:** 3 feet

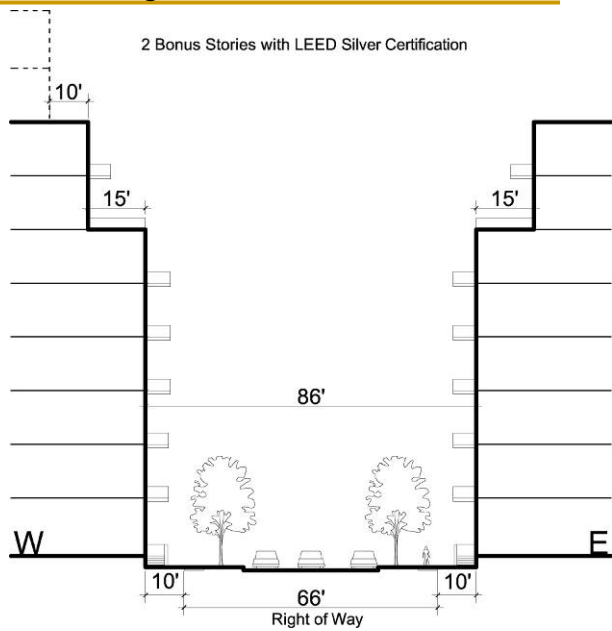


2: Monroe Street

- Maximum Stories:** Southeast side: 10 (upon meeting LEED requirements for 2 bonus stories)
- Maximum Building Height:** 144 feet (upon meeting LEED requirements for 2 bonus stories)
- Minimum Stories:** 3
- Building Stepback:** 15 feet, above the 6th floor
10 feet, above the 8th floor
- Building Setback:** 5 feet

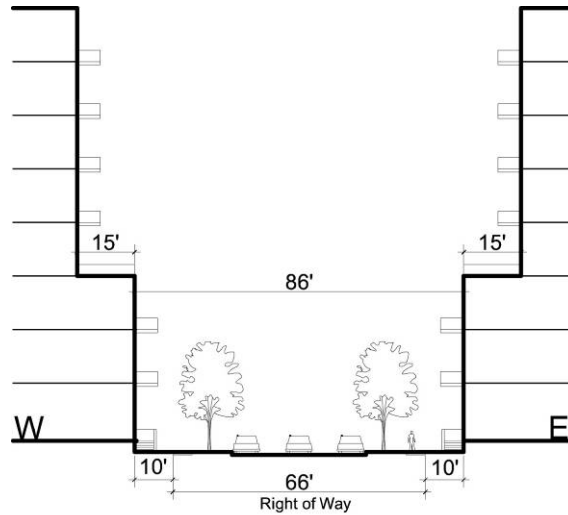


Urban Design



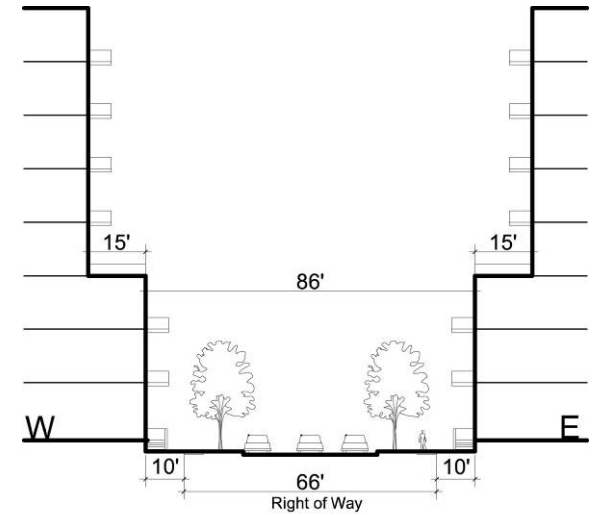
3: Randall Avenue

Maximum Stories:	West side: 10 (upon meeting LEED requirement for 2 bonus stories) East side: 8
Maximum Building Height:	West side: 144 feet (upon meeting LEED requirements for 2 bonus stories) East side: 116 feet
Minimum Stories:	3
Building Stepback:	15 feet, above the 6th floor plus, West side: 10 feet, above the 8th floor
Building Setback:	10 feet



4: Charter Street

Maximum Stories:	8
Maximum Building Height:	116 feet
Minimum Stories:	3
Building Stepback:	15 feet, above the 3rd floor
Building Setback:	10 feet

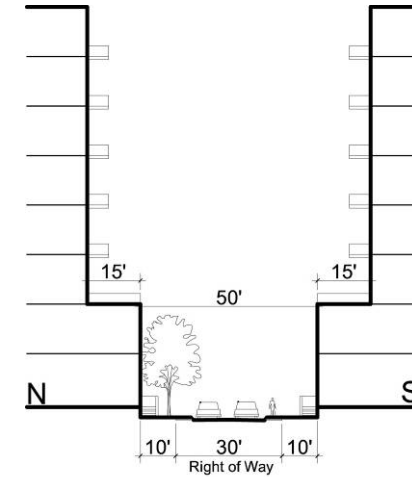
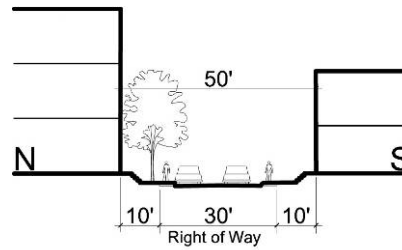
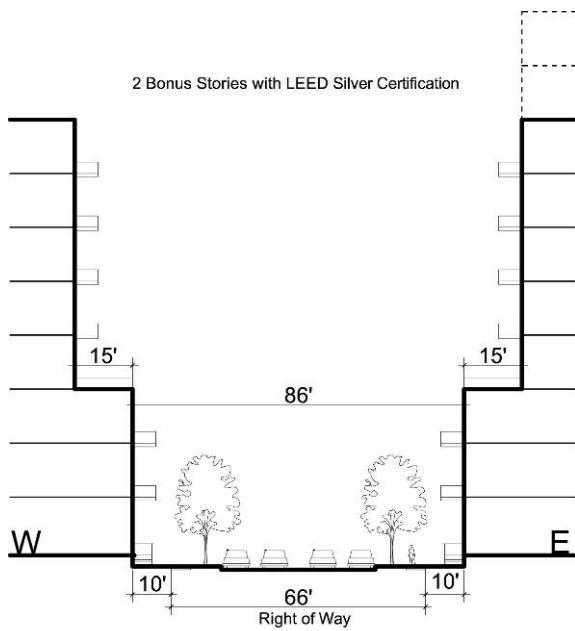


5: Mills Street

Maximum Stories:	8
Maximum Building Height:	116 feet
Minimum Stories:	3
Building Stepback:	15 feet, above the 3rd floor
Building Setback:	10 feet



Urban Design



6: Brooks Street

Maximum Stories:	West side: 8 East side: 10 (Regent to College, upon meeting LEED requirements for 2 bonus stories)
Maximum Building Height:	West side: 116 feet East side: 144 feet (Regent to College, upon meeting LEED requirements for 2 bonus stories)
Minimum Stories:	3
Building Stepback:	15 feet, above the 3rd floor
Building Setback:	10 feet



Regent Street
South Campus

7: Bowen Court

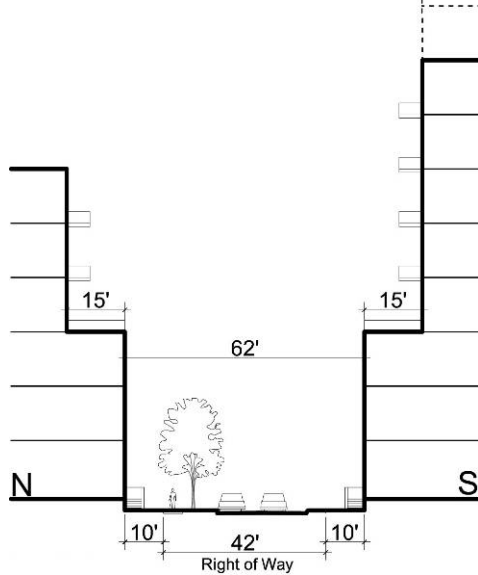
Maximum Stories:	North side: 3
Maximum Building Height:	North side: 60 feet
Minimum Stories:	2
Building Setback:	10 feet

8: Capitol Court

Maximum Stories:	8
Maximum Building Height:	116 feet
Minimum Stories:	3
Building Stepback:	15 feet, above the 2nd floor
Building Setback:	10 feet

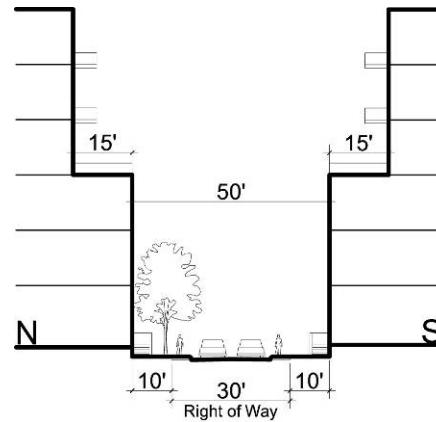
Urban Design

2 Bonus Stories with LEED Silver Certification



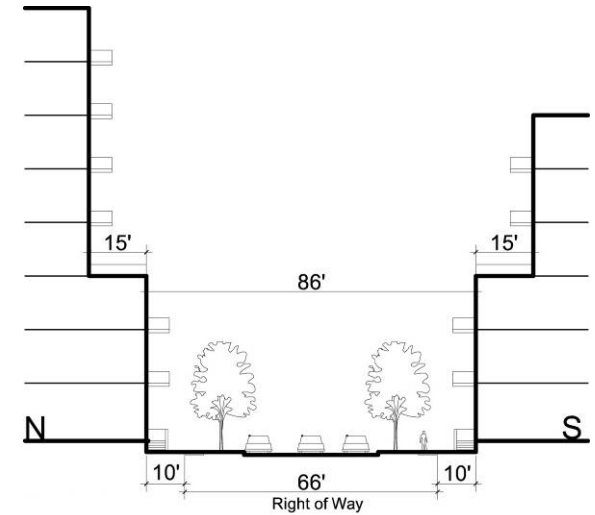
9: College Court

Maximum Stories:	North side: 6 South side: 10 (upon meeting LEED requirement for 2 bonus stories)
Maximum Building Height:	North side: 88 feet South side: 144 feet (upon meeting LEED requirements for 2 bonus stories)
Minimum Stories:	Northside: 2; Southside: 3
Building Setback:	15 feet, above the 3rd floor
Building Setback:	10 feet



10: Fahrenbrook Court

Maximum Stories:	6
Maximum Building Height:	88 feet
Minimum Stories:	2
Building Setback:	15 feet, above the 3rd floor
Building Setback:	10 feet

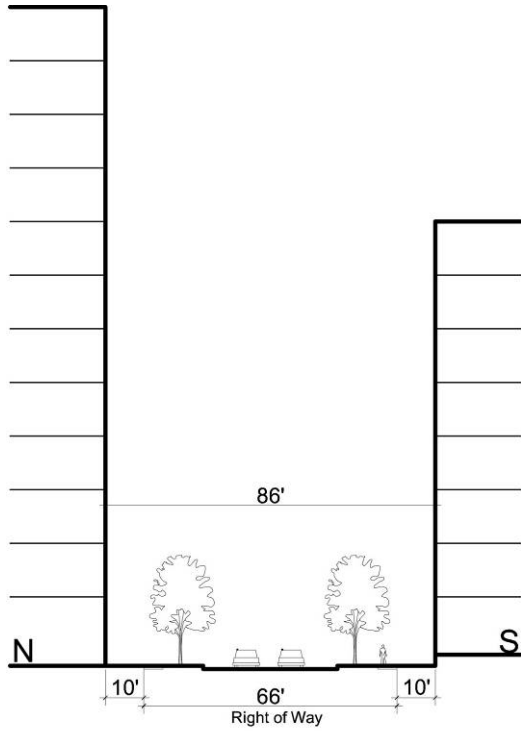


11: Spring Street

Maximum Stories:	North side: 8 South side: 6
Maximum Building Height:	North side: 116 feet South side: 88 feet
Minimum Stories:	Northside: 3; Southside: 2
Building Setback:	15 feet, above the 3rd floor
Building Setback:	10 feet



Urban Design

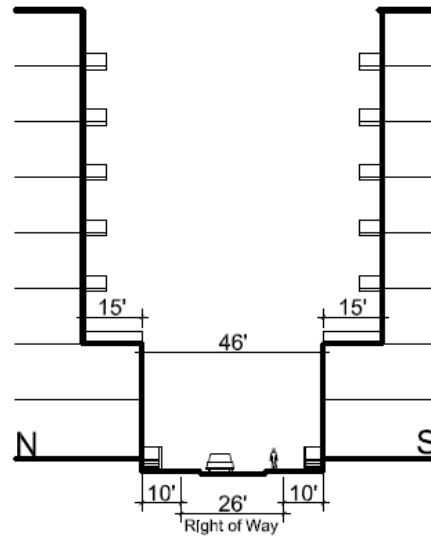


12: Dayton Street

Maximum Stories:	North side: 12 South side: 8
Maximum Building Height:	North side: 172 feet South side: 116 feet
Minimum Stories:	3
Building Stepback:	None required
Building Setback:	10 feet



Regent Street
South Campus



13: Randall Court

Maximum Stories:	8
Maximum Building Height:	116 feet
Minimum Stories:	3
Building Stepback:	15 feet, above the 2nd floor
Building Setback:	10 feet

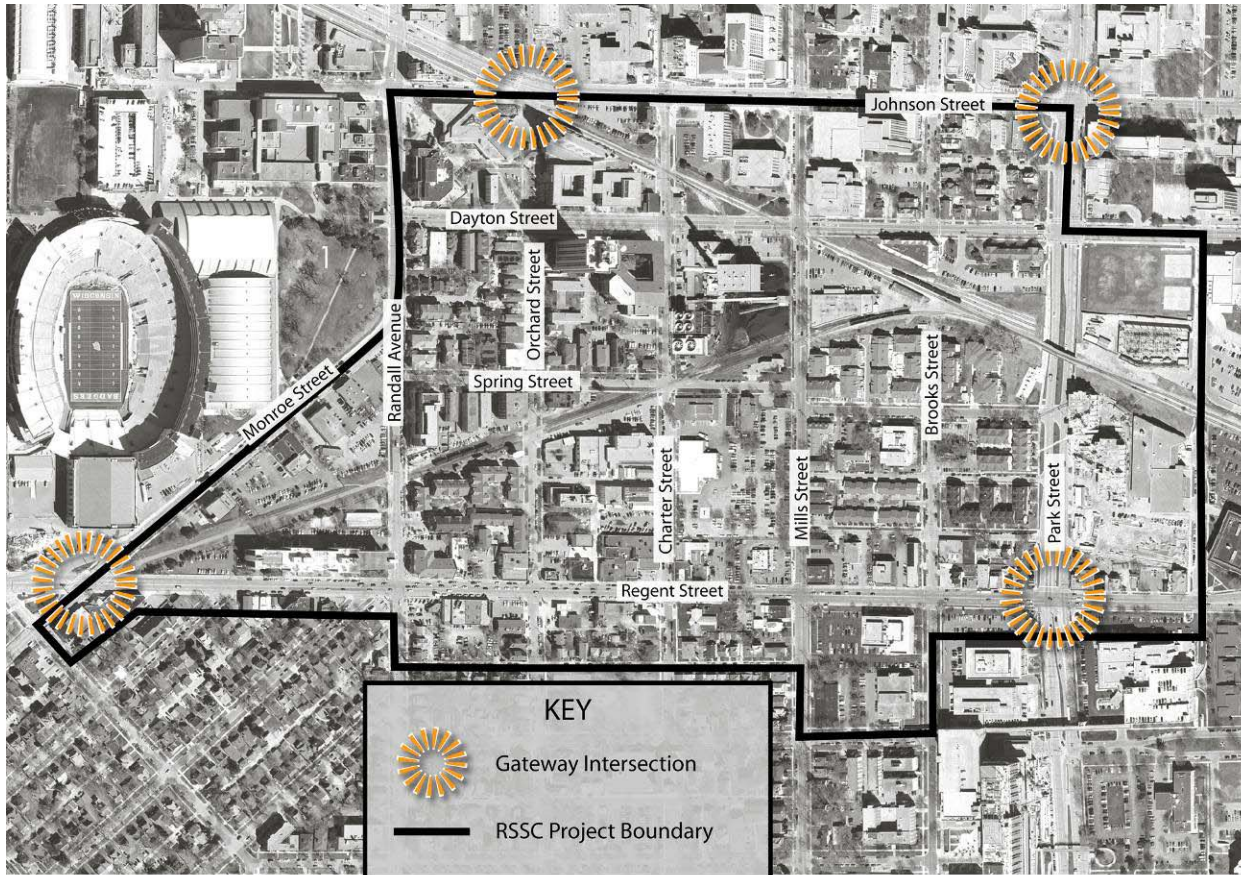
**URBAN DESIGN
RECOMMENDATIONS
SUMMARY**

Goal: Ensure that future development promotes the overall vision for the neighborhood and its sub areas.

Recommendations:

- Require that all new development conform to all requirements of the Overall Building Design Guidelines, Building Design Guideline Districts, and Cross Sections described in this chapter

Map 4.7 Gateway intersections in the planning area.



Streetscape Guidelines

The purpose of a streetscaping project is to provide a high quality pedestrian environment in which pedestrian safety is emphasized, traffic flow is improved to facilitate easy access and circulation, and an inviting streetscape is created to support existing businesses and attract new business. The term “streetscape” generally covers everything within the street right-of-way, including sidewalks, street lighting, street furniture, vegetation and pedestrian-oriented signage. The two goals, pedestrian and environmental friendliness, can be combined to create a street that functions well both economically as well as environmentally. The guidelines in this section provide suggestions for integration of pedestrian circulation, environmental improvements, and multiple modes of travel into the Regent Street—South Campus neighborhood.

Streetscape Elements

A streetscape can be divided into two distinct elements: gateways and corridors. While both elements can be found in planning projects, they are particularly important to consider in relation to streetscaping since many of the components that define them happen during the streetscape implementation process.

A gateway is an entrance feature, often located at key intersections or points of transition from one district or neighborhood to another.

Streetscape Guidelines



- An infiltration planter incorporated into the right-of-way in Portland, Oregon.

Gateways are visual cues used to announce entry into an area, and may also provide directional information and traffic calming. Gateways may include district signage identifying the area being entered, directional signage pointing out key features within the district, special lighting and/or paving treatments to act as textural and visual cues for drivers to slow down, unique street furnishings or pedestrian amenities or other aesthetic enhancements. Gateway intersections in the Regent Street/ South Campus neighborhood include Regent Street at Park Street, Regent Street at Monroe Street, Park Street at Johnson Street, and Orchard Street at Johnson Street.

Corridors essentially connect gateways, repeating elements from the gateway throughout a district. This gives a district a unified character or theme and assists in wayfinding for pedestrians and motorists alike. Care should be taken to avoid over-unification of visual elements, which can result in a visually monotonous streetscape. This is particularly important in the case of Regent Street, as its eclectic character is valued among residents, business owners, and shoppers. To maintain this character, tenants or store owners should be allowed to individualize certain features of the streetscape, such as storefront designs, awnings, and/or signage. Unity of character can be maintained through the repetition of other key elements, such as a significant street tree or style of street furniture. In this way the streetscape will feel less like a

“project” and more like it evolved over time.

General Guidelines

The following suggestions are general tools and guidelines to help create a safe, inviting, and easily navigable streetscape. A successful streetscape design addresses all of the components of the public realm, including pedestrian amenities, signage, landscaping and planter strips, and on-street parking. Some of the following guidelines are based on Portland Metro’s street design guidelines handbook, [Creating Livable Streets](#). Portland is one of the most progressive U.S. cities in the Green Streets movement, and makes a good precedent study for the Regent Street– South Campus neighborhood.

Sidewalks: Sidewalks are the fundamental pedestrian element in a streetscape. They provide both visual and physical access to adjacent land uses and transit facilities. Sidewalks are the arteries of successful public spaces; they channel prospective customers and clients through a space, and the economic success of an area is often proportionate to the quality of these public spaces.

General considerations:

Establishing an active pedestrian environment is vital to the success of commercial areas. Provide adequate width for all uses, including loading & unloading of people from on-street parking, walking traffic, window-shopping traffic, and use of street furniture. The width of



Streetscape Guidelines



- Street trees, pedestrian scale lighting, special paving and outdoor seating within the amenities zone.

the pedestrian realm, including sidewalk and amenities space, should be at least eight feet in commercial areas. Of course, this is a general rule, and can not be applied to all situations. In areas where there are not eight feet available, the amenities zone can be reduced or eliminated to accommodate a comfortable walking space within the confines of the site. In the case of Regent Street, the pedestrian realm is proposed to be eleven feet wide in most areas, so this will easily accommodate pedestrian traffic as well as amenities.

If there is enough room to provide an amenities zone, vertical elements such as pedestrian scale lighting and street trees can help provide a sense of separation from the traffic on the street and make the pedestrian realm more enjoyable. Also consider special paving treatments to separate the pedestrian realm from car traffic at intersection crossings and terrace areas, where placement of vertical elements would hinder traffic flow. Special paving can take the form of stamped or colored concrete or asphalt, brick or stone pavers, or a surface treatment such as texture or paint.

Pedestrian Amenities: Pedestrian amenities are the elements which define the pedestrian realm, encourage pedestrian activity and create a sense of place. “Amenities” is a very general term, and includes lighting, benches, café tables, planters, trash receptacles, signage, and kiosks. Pedestrian amenities are the difference between a thoroughfare and an active public space.

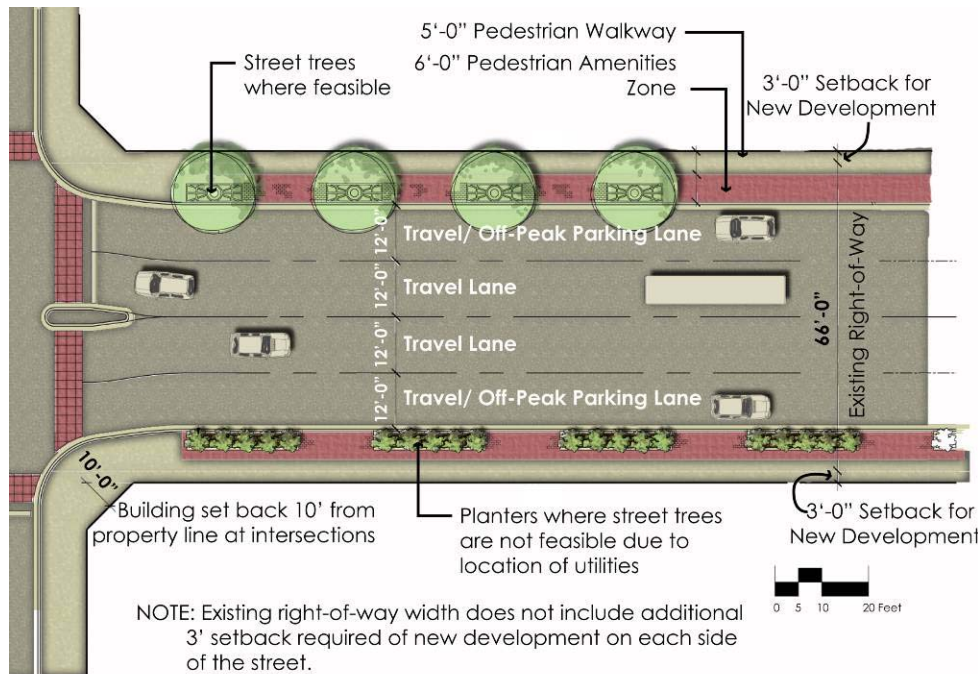
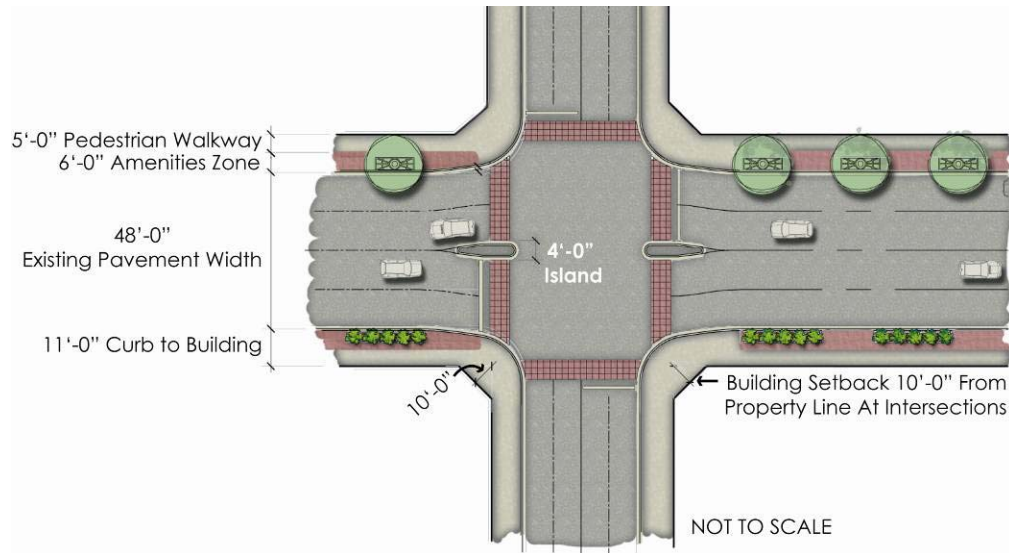
General considerations:

- Provide dark-sky compliant pedestrian-scale lighting to define pedestrian space. Pedestrian-scale lights should be lower than conventional street lights (typically 10-14’) and provide more illumination of the sidewalk, increasing the comfort of evening users. Pedestrian scale lighting is also an easy and unique way to provide identity to a district.
- Provide continuity by repeating streetscape elements along the length of a street identified as a specific district or area. If multiple pieces of street furniture are used, choose pieces that complement each other. For example, if the benches are made of black metal, choose trash cans that are the same color and/ or material. If there are street planters, plant each with the same type of vegetation or variations on a theme, so that the overall streetscape will read as a continuous corridor and not separate blocks.
- Provide a number of opportunities for people to socialize and spend time outdoors. Amenities such as benches, newspaper stands, café tables, and planters could encourage this type of activity. However, it is important to keep the context of the streetscape in mind. For example, café tables are not appropriate as general street furniture, but are effective activity generators outside a coffee shop or



Streetscape Guidelines

- Right: Proposed design of all non-signalized Regent Street intersections.
- Below: Typical plan view of Regent Street Shopping District streetscape.



restaurant. So while the tables may not be installed as part of a streetscape program, they should be considered during the zoning process as a way to encourage pedestrian activity.

Street Trees: Trees are a key component in creating a sense of separation from traffic, when space allows. Without them, a street can feel as though it is dominated by vehicles. Street trees also provide shade in the summer, and help reduce the perceived scale of tall buildings.

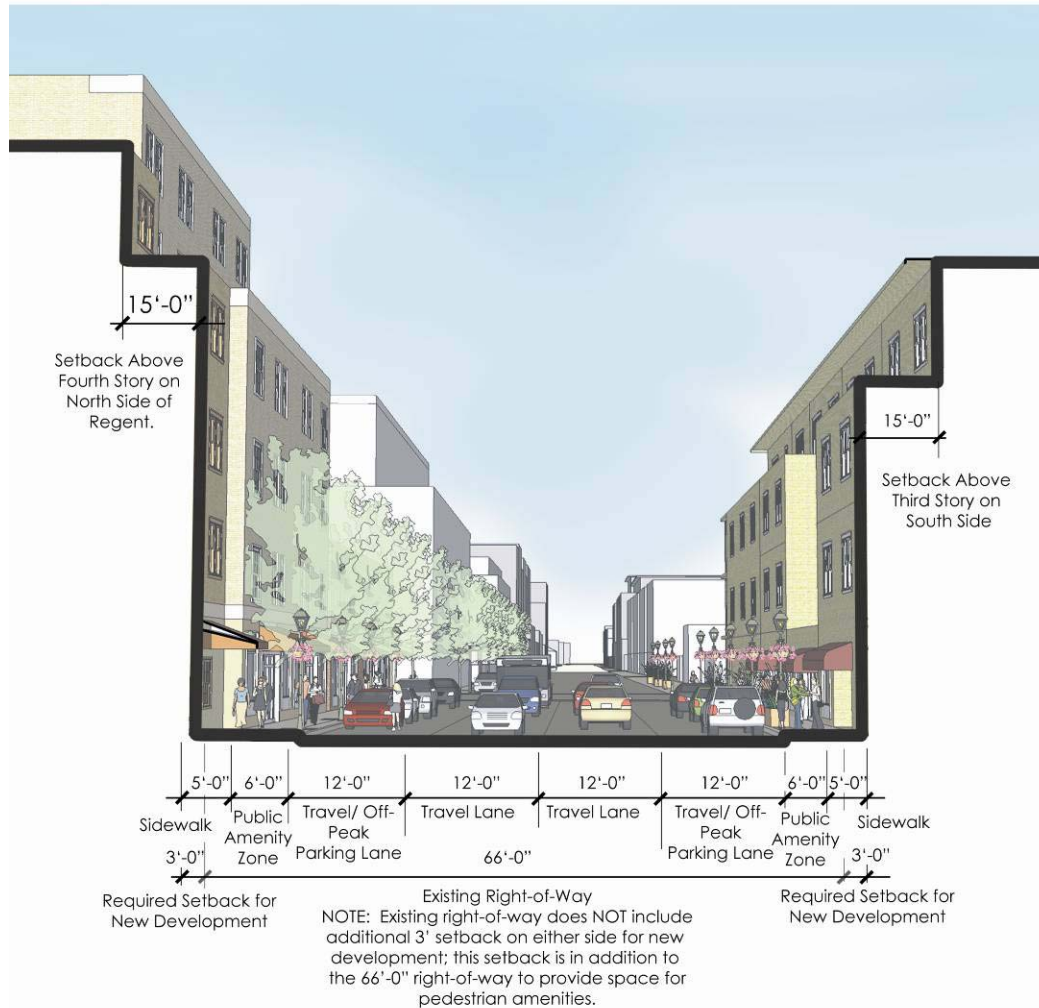
General considerations:

- Provide continuous, uniformly, and closely spaced tree plantings to create a continuous canopy. This creates a more distinct character for the street than single trees spaced far apart. Trees planted close together are also healthier, since they protect each other from wind damage and raise the relative humidity around themselves through transpiration.
- Use a number of street tree species to provide variety as well as disease resistance. Consider mixing trees with different textured leaves or bark, or different fall colors. Always keep in mind the suitability of the species to urban conditions such as drought and soil compaction, and choose species that are likely to survive these harsh conditions.



Streetscape Guidelines

Proposed configuration of Regent Street Shopping District—looking east.



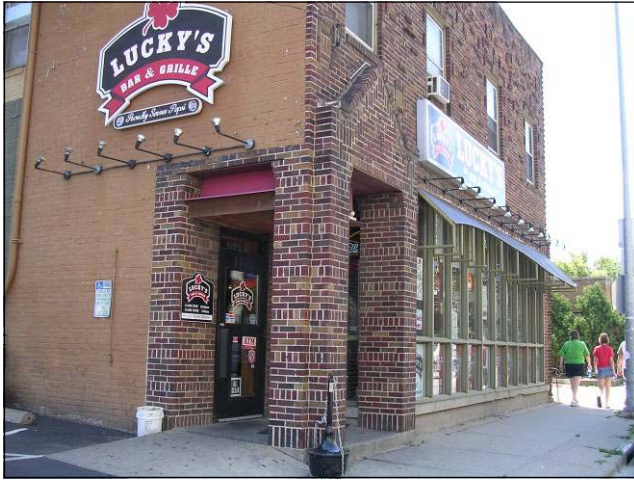
Landscaping & Planter Strips: Planter strips provide pedestrian buffering and enhance the identity of an area. Planting strips or planters are also an efficient way to add vegetation to a street when street trees are not an option due to size constraints or underground utilities.

General considerations:

- Consider getting the local community or businesses involved in selection & maintenance of planters to ensure that they will be well cared for. Planters can be planted with different perennials that will be attractive year round, or can be changed each season.
- Determine whether pre-manufactured or poured in place planters will best fit the streetscape and the needs of the community.
- Choose planters of suitable size & material to complement the streetscape scheme. For example, planters that are 18-24" high with wide sides can provide impromptu seating. In general, large planters will require less watering than small ones, which tend to dry out quickly.

On-Street Parking: On-street parking serves several important functions in a commercial area, including support of local economic activity and buffering pedestrians from auto traffic. On-street parking increases pedestrian activity in general. People rarely find a spot directly in front of their destination, so they walk from a nearby spot,

Economic Development



■ Existing establishment near the proposed Regent Street Shopping District.

diverse market of students on the north side of Regent Street and the residential neighborhoods to the west and south create an opportunity for a wide variety of retail and services. It is important to include retail offerings that are targeted at both students (such as restaurants and entertainment venues), as well as retail offerings that serve the greater neighborhood's needs (such as a grocery store and hardware store).

Retailers should be encouraged to concentrate in the area identified as the "Regent Street Shopping District" in the Urban Design chapter (on Regent Street between Randall Avenue and Mills Street). Small shops that encourage browsing and provide interest for pedestrians can create a synergy between stores and an interesting atmosphere.

Businesses — both retail and service — will need to cater to not only students and other neighborhood residents, but must also capture some of the 30,000 vehicles that travel along Regent Street every day. Catering to employees in the area, especially hospital employees, is also important.

Regent Street is unique in that it has four major market segments that businesses can capture: students, "permanent" residents, commuters, and employees. The business that will be most successful will address more than one of those markets. There is also the very lucrative, but very intermittent, the UW football game day market, which can result in substantial income in spite of the fact that it only happens about 6 times per year.

The challenge for the planning area will be maintaining a neighborhood business district feel, with some of the restaurants and shops that make the area unique, while also allowing for the fact that there are several potential infill sites that will attract developer interest. A mix of old and new buildings is critical to the business mix and economic vitality of the neighborhood. In addition to connecting the street to its history, maintaining some of the older, and historic, buildings provides businesses with a variety of renting options and price points. While some businesses like more modern facilities, others cannot afford to rent in a new building, yet still contribute valuable services to the neighborhood.

Regent Street's Place in the Surrounding Business Mix

The Regent Street corridor exists between the Monroe Street business district and the commercial offerings along South Park Street. Despite the heavy commercial character of the area, Regent Street can offer retail and services that complement these districts rather than compete with them.

The Monroe Street corridor offers many upscale and specialty retail stores as well as "non-student" oriented cafes and restaurants. On the other side of the neighborhood, Park Street offers many neighborhood-serving establishments, such as a grocery store and laundromat and has more of an "international" feel, however, South Park Street is so auto oriented that it is often difficult for pedestrians.



Streetscape Guidelines



- Street trees spaced closely in tree grates and combined with planters on State Street in Madison, Wisconsin.

providing more exposure to ground floor retail and increasing opportunities for social interactions.

General considerations:

Ensure that pedestrians waiting to cross the street are visible to motorists by prohibiting on-street parking adjacent to crosswalk or curb return if necessary, or extending curb to equal the width of the on-street parking lane.

Fire Lane Access: Given the small parcel size and high percentage of lot coverage for new development, consideration should be given to meeting fire lane access requirements from the public streets. This must be balanced with other objectives such as providing street trees and on-street parking. For narrow streets, such as Bowen Court, Capitol Court and Randall Court, the sidewalk could be incorporated into the fire access clear width with a mountable curb and no parking on the street.

Special Districts

The following districts should be given special attention during the streetscape design process due to their traffic volumes and prime locations along important routes. While the entire Regent Street-South Campus Neighborhood should have an overarching streetscape theme, these three districts in particular require additional streetscape enhancement. Regent Street is an important corridor because it is one of the major east-west routes to downtown, and connects two important destinations: Camp

Randall Stadium and the Kohl Center. Orchard Street has the potential to become a major pedestrian corridor with the proposed transit stop at Union South. The Southwest Path is a major commuter and recreational route and is connected to the city-wide trail network.

Regent Street

Regent Street is the primary commercial spine traversing the neighborhood and should possess a design reflective of its important role in the neighborhood and community.

To facilitate greater pedestrian activity, a proposed realignment of all non-signalized intersections along Regent is detailed in the figure on page 4-40. The realignment would include widening the street two feet on either side of the street at non-signalized intersections to accommodate a four foot median. The additional two feet would come out of the six-foot amenity zone and would not require additional private property dedication. This would allow pedestrians to cross two lanes at a time, rather than trying to cross all four lanes at once. The street would remain at its existing width (48') except at intersections. The intersection improvements would also include special paving treatments at crosswalks to help differentiate pedestrian space from vehicle space.

Sidewalks

New development is required to have a 3-foot setback in order to enhance the pedestrian



Regent Street
South Campus

Streetscape Guidelines



■ Pedestrian lighting adds hours of usable time to a public space.

realm by providing more space for the pedestrian walkway outside of the existing right of way. This extra space is to be dedicated (or an easement granted) to the City in order to help achieve streetscape objectives, and should be considered public space and conform to district streetscape guidelines.

This extra three feet allows for a 5-foot sidewalk along the buildings, and a 6-foot pedestrian amenities zone between the sidewalk and the street (See plan view on page 4-40). Ideally a commercial area should have at least 8 feet of pedestrian walkway, but with the current configuration of Regent Street, 5 feet is the widest walkway possible without removing a lane of parking or setting the buildings back much farther. Larger setbacks are not an option if the historic and significant architecture is to be preserved, as these buildings would then jut out unnaturally into the walkway, breaking the continuity of the building edge. With the 6-foot amenities zone the walkway will feel wider than just 5 feet, since pedestrians will not be walking right next to a row of cars. The amenities zone is the area where street trees or planters, pedestrian-scale lighting, district signage or banners, street furniture, special paving, and other amenities are located.

Street Trees

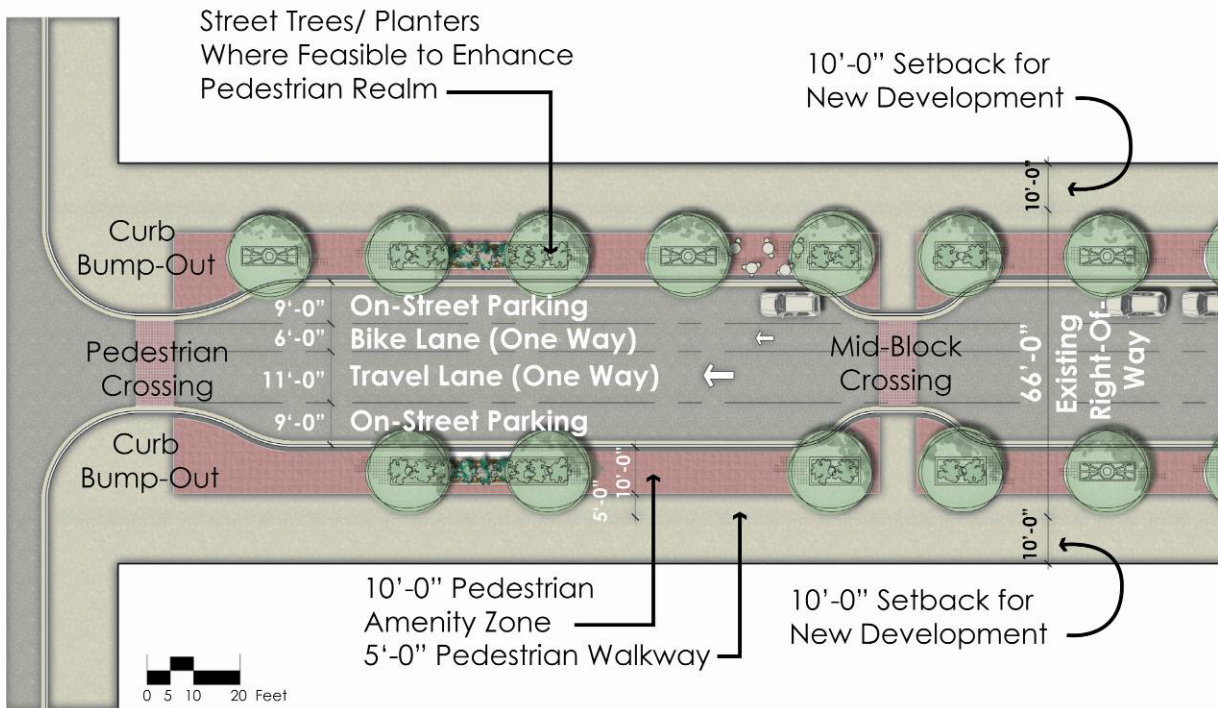
Street trees, combined with the overall width of the street, are essential elements in creating a sense of separation between the pedestrian realm and the travel lanes of the street. They

also provide several environmental and physical benefits. Trees provide a sense of tranquility by slowing the perceived pace and intensity of street activity and creating a sense of enclosure. Trees provide shade to pedestrians in summer, and allow sun in during the winter.

Street trees do not necessarily have to be one species throughout the district, or even on a particular corridor. Planting a variety of species will limit the possibility of total loss to disease or drought, and provide visual interest through changes in texture, color and form. Another important consideration when planning for street trees is spacing. Street trees are most effective visually when planted close together- generally between 12 and 25 feet on center, depending on mature size. This provides a continuous canopy down the length of the street, and across it, depending on the width. Trees are also healthier when planted close together, as they raise the relative humidity around themselves and protect each other from wind and sun damage. For trees planted individually in tree grates, the size of the grate is often the deciding factor in the survival of the tree. Standard tree grates in the City of Madison are generally 4' x 12', which is an acceptable size. This size does not encroach into the pedestrian walkway, yet is long enough that the tree receives a sufficient amount of water.



Proposed configuration of Orchard Street



Along the south side of the street underground utilities may prevent the planting of street trees, so planters should be placed in the amenities zone close enough to provide the same sense of safety and separation, that trees would provide. It may even be possible to plant smaller tree species in surface planters, creating an overhead canopy without interfering with access to utilities.

Pedestrian Amenities

Pedestrian-scale lighting is another vertical element which helps define the pedestrian realm. Pedestrian-scale lights should be lower than conventional street lights and provide more illumination of the ground plane. Dark-sky-compliant lighting should be utilized to avoid directing light upwards at night. Pedestrian-scale lighting should be closely spaced down the length of the pedestrian corridor, at marked crosswalks, and within public plaza areas. This type of lighting can take multiple forms, such as traditional pole lighting, lighted bollards, entrance lighting over doorways, and path lighting under benches and along paths.

Special paving can help direct pedestrian traffic by defining active vs. passive pedestrian areas. It can also provide a sense of place to a district. Special paving can take several forms, including stamped and/ or colored concrete, textured concrete, concrete with glass or stone mixed in, stone or brick pavers, or any combination of the above. It can span the length of a block or a corridor, or be as simple as a corner detail at

Proposed configuration of Orchard Street



intersections, such as the special pavers at intersections on State Street.

Street trees, pedestrian scale lighting and special paving will be greatly beneficial in this district in creating a sense of separation from the street, since it is a highly traveled vehicle corridor. They also define an area where social activities and people watching can occur without interfering with pedestrian traffic flow on the walkway.

On-Street Parking

On-street parking is currently available on both sides of the street, and this should be maintained to provide another level of separation between pedestrian and auto traffic. During peak hours these lanes should continue to be used as travel lanes to ease congestion in the area, but during prime pedestrian times, such as afternoons, evenings, and weekends, they should be dedicated to parking. Additional parking can be provided with parking structures, which could also be shared with the University. See Future Circulation Diagram, page 5-13, for potential locations of parking structures within the planning area.

In the Regent Street Business District, buildings eight stories or less in height will have the same 3-foot setback as the Regent Street Shopping District, but buildings taller than eight stories will have an additional 5-foot setback, making the building-to-building distance 82 feet. Due to the tall maximum building heights and office/medical uses, this area will have a more urban

character than the shopping district. The streetscaping should be the unifying element that carries the district theme throughout.

Orchard Street

With the proposed location of a transit stop in or near the new South Campus Union, Orchard Street will serve as an essential pedestrian connection between the Regent Street/ South Campus Neighborhood and the University campus. The dimensions and traffic volume currently on Orchard Street make it an ideal candidate to become a major pedestrian corridor. The street is currently one way, with parking on both sides. The pavement width is narrow, approximately 36 feet. The street should remain at this width, but the removal of one lane of parking should be considered to accommodate a bike lane. The bike lane would serve as a connection between Regent Street and campus as well as between the Southwest Path, which crosses Orchard Street and the neighborhood. With the proximity of the Southwest Path, the proposed transit stop, and the existing Regent Street corridor, Orchard Street has the potential to become a major multi-modal transportation hub.

To enhance the pedestrian realm along Orchard Street, new development is recommended to be set back ten feet from the right-of-way. This setback allows for additional landscaping. It also provides the space needed to raise the first floor elevation of residential buildings above street level, which helps differentiate public and private space and limits visual access into the

first floor from the street, giving residents privacy. Porches and balconies along the street also contribute to a unique character and inviting atmosphere (see urban design guidelines).

The narrow width of the street allows for a wider pedestrian amenities zone, which is 10 feet on both sides of the street. This zone could contain outdoor seating areas, street trees and planters or planting strips, pedestrian-scale lighting, kiosks, district signage and/or banners, special paving, bike racks, and other amenities to foster a lively pedestrian environment by creating spaces for social interaction and activity.

Intersections of particular interest on Orchard Street are Orchard Street at Johnson Street, Orchard Street at the Southwest Path and Orchard Street at Regent Street. All three of these nodes could see a great increase in traffic with the potential transit stop, and should be designed accordingly. Orchard Street at Johnson Street would be a major transit hub, and should have amenities to accommodate people waiting for a connection, meeting others, or just passing through to campus. Landmark features will be especially important, and this would be an ideal place for public art or sculptural display. Sheltered waiting areas will be necessary as well, with benches, newspaper stands and trash/recycling facilities. The design of this node should also allow for a clear path going through to campus, to accommodate



Streetscape Guidelines



- A rain garden in Portland, Oregon. Something like this could easily be incorporated into the greenspace along the Southwest Path.

pedestrians and bicyclists traveling to and from campus.

Orchard Street at the Southwest Path will be an important node as well, as it will serve as an important link in the regional transportation system. Covered and secure bike storage should be available, and possibly also lockers for people to store rollerblades or bike helmets if they are catching a train or bus to their final destination. Access to drinking water would also be an appreciated amenity.

Orchard Street at the Regent Street intersection is an important node due to the number of people living south of Regent Street who will potentially want to cross and continue up Orchard Street to the Southwest Path or Transit Stop. This intersection may need to be signaled in the future to make it a formal pedestrian crossing.

As indicated in the Orchard Street Section (previous page), the pedestrian walkway is 5 feet, but will typically feel much larger due to the building setback and wide pedestrian amenities zone. Because this area could become an important pedestrian connection, it is essential that the placement of streetscape elements allows for the pedestrian walkway to be clear at all times. All trash cans, newspaper stands, light poles, and other elements should be kept within the amenities zone and out of the walkway.

Southwest Path

The Southwest Path serves two important functions in the neighborhood- it is a major traffic corridor for commuters and recreational users, and it is the largest continuous stretch of green space in the neighborhood. Currently, it serves as temporary storage for rail cars; and many of the buildings along it have turned their back to it, lining the path with dumpsters and parking lots.

As a traffic corridor, the Path connects the Capitol City Trail in the southwest to paths crossing the isthmus & heading southeast past the Beltline, bringing commuters from both east and west. (See Bicycle Routes Map, page 5-6) One estimate says that at least 2,000 bicyclists and as many pedestrians were expected to use the path at the time it was planned, although no data is readily available regarding current usage of the path within the planning area.

As a green space, the path is sporadic- heavily vegetated in some areas, sparse in others. None of the green space along the path is readily useable as a gathering or recreational space. With the addition of green spaces provided as part of the future land use plan (shown on map, page 3-14), there will be an opportunity to create more usable green space along the path. Green space is not widely available in the planning area, and uses for these areas could include community gardens, outdoor sculpture display, or passive gathering space. Its potential for stormwater infiltration should be



maximized through sensitive grading, paving and landscape treatments such as infiltration areas and swales to slow the flow of water.

New development along the path is recommended to be set back 10 feet from the right of way, to allow greater solar access to the path and reduce the sense of enclosure. This setback allows a greater sight distance to users of the path, increasing their safety. It also provides space for additional landscaping or activation spaces along the path. New development should be oriented toward the path as well as the street. For more information and a section through the path, see the Southwest Path section of the Urban Design Guidelines, page 4-27.

Pedestrian-scale lighting is an important amenity that should be incorporated into the path. Nighttime safety is currently an issue, and increased lighting will greatly improve its nighttime usability, particularly in the section of the path that goes through the planning area, which is used by students at all hours of the day.

STREETSCAPE RECOMMENDATIONS SUMMARY

***Goal:** Ensure that key corridors are enhanced to support the overall vision for the neighborhood and its sub areas.*

Recommendations:

- Require that new development and improvements within the right-of-way conform to the General Guidelines and Special Districts recommendations described in this chapter.
- Consider including funding for the implementation of improvements along Regent Street, Orchard Street, and the Southwest Path in future City Capital Budgets.
- Enhance nighttime safety throughout the area by adding dark-sky-compliant pedestrian lights throughout the area.

