



**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON

April 4, 2014

City of Madison Plan Commission Members

**RE: University Avenue Corridor Plan**

The University of Wisconsin-Madison appreciates the ability to provide comments on the draft University Avenue Corridor Plan as developed by the Regent Neighborhood Association Board. We have been involved in the planning off and on since its inception in 2007 when we were a full member of the planning team. We continue to work closely with the neighborhood association on the plan but at times this has been not as inclusive as possible. The university, and others initially involved in the early planning document, has consistently felt the neighborhood association could have done a better job at being transparent and actively seeking input from the major land owners and developers within the corridor. With our persistence, we have been able to stay involved as much as possible.

That being said, we have provided input on the most recent draft versions of the document and the RNA Board has appreciated our comments, incorporating many for clarification purposes. The university continues to have concerns with the height and massing restrictions being placed on future facilities in area #6, University Edge. Both the Joint West Campus Area Committee and the Urban Design Commission have supported changing the language related to heights and step backs:

*FROM: "Max 3 stories/ 40 feet along the street. With conditional use approval, setback to 4 stories/ 52 feet (preferred) or 5 stories/ 55 feet along Campus Dr. Nothing higher than First Cong. Church roof ridge line even if rezoned."*

*TO: "Heights and step backs in the University Edge area are to use the Campus-Institutional district standards" which is the recommended zoning for this area in the draft neighborhood plan.*

I would also note that the entire Area #6 – University Edge is currently zoned PD (at the Wisconsin Energy Institute site) or TR-U1 (Traditional Residential – Urban 1) which would likely force a full rezoning process to Campus-Institutional if and when the university plans to move forward with any development in that area. That rezoning review process will have full neighborhood involvement including participation through the Joint West Campus Area Committee, the Urban Design Commission and the Plan Commission. Any proposed building development's height and mass will be fully vetted and negotiated at that time. The university is more than willing to work with the neighborhood to provide a facility that meets everyone's needs and protects the viewshed of the neighborhood and protects the integrity of the historic district to the south.

**Our request at this time is for the Plan Commission to adopt the language change recommended by the Joint West Campus Area Committee and the Urban Design Commission to allow for additional flexibility in Area #6 – University Edge as it relates to future building development heights and step backs utilizing the standards established in the Campus-Institutional zoning district.**

Sincerely,

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